



DESIGN HOTELS™ AT ITB 2010: INTRODUCING NEW HOTELS, NEW TRAVEL EXPERIENCES AND NEW HOTEL FILM CLIPS HALL 9, STAND 312

Berlin, 2 March 2010 – From 10-14 March 2010 Design Hotels™ and 22 of its member hotels will be present at ITB in Berlin in hall 9, stand 312. Focusing on its key message ‘Made by Originals’, Design Hotels™ will showcase a newly designed stand with twice as much exhibition space as in previous years.

The booth incorporates a multimedia installation that features selected hoteliers and designers in 10 film clips. The ITB marks the launch of the company’s use of rich media clips to give a behind-the-scenes look at the hotels, their creators, and the features that make them one-of-a-kind. Each film is three minutes long and contains artistic motion graphics with bespoke soundtracks composed by various musicians. The film clips will also be incorporated into the company’s website www.designhotels.com. Each month 10 hotel film clips will be added to supplement the descriptions and image gallery available for each hotel. This new feature will provide visitors with a dynamic, visual experience, helping them to get a feel for what makes each hotel unique.

Design Hotels™ will also present ‘Roadtrips - Made by Originals’, a new partnership between BMW ConnectedDrive and the car rental company Sixt. Eleven member hotels in Germany and Austria have each created a custom-made route for guests to discover regional highlights that are off the beaten track. These routes are integrated into the BMW ConnectedDrive cars from Sixt. During the journey, drivers are provided with tailored information, such as intriguing sights and the best restaurants along the way. Design Hotels™ will present these routes for the first time in a BMW Z4 Roadster at its ITB stand.

Meet The Member Hotels

Design Hotels™ will also introduce its newest member hotels, such as the Mamilla Hotel in Jerusalem, the company’s first member hotel in Israel. The hotel was designed by world-renowned architects Moshe Safdie and Piero Lissoni and is located in the heart of the city. In Singapore, Shanghai and London, Design Hotels™ welcomes three properties from the hotelier Loh Lik Peng who is behind the successful New Majestic Hotel in Singapore. The 29-room hotel Wanderlust in Singapore will open its doors in July 2010. This luxurious industrial-glam hotel in the city’s Little India district was created from the conversion of old shop houses. Loh is also venturing overseas to open Town Hall Hotel & Apartments in East London in April 2010 and Waterhouse at South Bund in Shanghai’s Puxi area in April 2010.

Design Hotels™ invites visitors to meet the people behind the hotels. Representatives from the following member hotels will be present at the Design Hotels™ stand:

- China, Shanghai: The Waterhouse at South Bund
 - Estonia, Tallinn: The Three Sisters
 - Germany, Berlin: Cosmo Hotel Berlin-Mitte
 - Germany, Hamburg: EAST
 - Germany, Hamburg: Side
 - Germany, Hamburg: The George
 - Israel, Jerusalem: Mamilla Hotel
 - Italy, Matera: Sextantio Le Grotte della Civita
 - Italy, Naples: Romeo Hotel
 - Italy, Santo Stefano di Sessanio: Sextantio Albergo Diffuso
 - Singapore: New Majestic Hotel
 - Singapore: Wanderlust
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- Spain, Alicante: Hospes Amérigo
 - Spain, Cordoba: Hospes Palacio del Bailío
 - Spain, Granada: Hospes Palacio de los Patos
 - Spain, Ibiza: Quilibra Aguas de Ibiza
 - Spain, Madrid: Hospes Madrid
 - Spain, Mallorca: Hospes Maricel
 - Spain, Puigcerdà: Hospes Villa Paulita
 - Spain, Seville: Hospes las Casas del Rey de Baeza
 - Spain, Valencia: Hospes Palau de la Mar
 - United Kingdom, London: Town Hall Hotel & Apartments

- Ends -

APPOINTMENTS FOR JOURNALISTS

The Design Hotels™ press team and the representatives of our member hotels look forward to meeting you! Please contact us to arrange an appointment.

press@designhotels.com or call: +49 (0)30 88 494 00 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.
