



## NEW YEAR GIVEAWAY KICK-START THE DECADE IN STYLE WITH DESIGN HOTELS™

*Berlin, 18 January 2010* – Stop smoking, save money, lose weight – new year resolutions aren't easy! This January Design Hotels™ proposes more fun and feasible new year resolutions in its first 'Resolve to Travel' programme. From 22 January to 11 February visitors to [www.designhotels.com/resolvetotravel](http://www.designhotels.com/resolvetotravel) will receive inspirations – from spending more time outdoors to improving their personal style – and can register to win daily hotel prizes worth up to EUR 600 each at a member of Design Hotels™. Each hotel is located where the good intentions are easy to keep, from high mountain hideaways to hip city hangouts.

A first look at some of the resolutions:

- Work on your tan with a two-night stay at Deseo in Mexico's Playa del Carmen
- Spend more time outdoors with a two-night stay at Vigilius Mountain Resort in South Tyrol
- Get inspired to improve your personal style with a two-night stay at Maison Moschino in Milan
- Treat yourself with a personal shopper during a two-night stay at Bel Ami in Paris

Participants only need to register their name and email address on [www.designhotels.com/resolvetotravel](http://www.designhotels.com/resolvetotravel). Each morning from 22 January a new resolution and hotel prize will be revealed. Visitors can then register within 24 hours to be eligible to win the hotel voucher. The winner will be chosen at random the following day and notified by email. For the prize draw on 22 January users can register from 18 January.

-Ends-

### NOTE TO THE EDITORS

Should you require additional details, please contact:  
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### 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.