



ON THE ROAD AGAIN DESIGN HOTELS™ LAUNCHES 11 ROADTRIPS IN GERMANY AND AUSTRIA

Berlin, 29 March 2010 – Following the successful launch at the international trade fair ITB in Berlin, the **Design Hotels™ Roadtrips – Made by Originals** are now bookable at www.designhotels.com/roadtrips. Together with BMW ConnectedDrive and the car rental company Sixt, Design Hotels™ and 11 member hotels have created custom-made driving experiences in Germany and Austria. They are designed for independent travellers to discover regional highlights that are off the beaten track. The routes and sites can be downloaded into the navigation systems of BMW cars via BMW ConnectedDrive. BMW ConnectedDrive services are activated in all BMW cars from the exclusive rental car partner Sixt in Germany and Austria.

The Tours

Each roadtrip blends cultural, culinary, historical and architectural highlights in a German or Austrian region and is designed as a day trip. Once the desired roadtrip has been downloaded from BMW ConnectedDrive the system navigates guests from their hotel to the various places while updating drivers with the latest traffic conditions. Louis Hotel in Munich, for example, has created a scenic tour of the city and beyond. One of the stops is at the recently opened Museum Brandhorst with its modern art collection. The tour continues with a visit to BMW Welt, an event and exhibition hall for BMW cars and a contemporary architectural wonder, and a drive to the nearby lake Starnberger See to experience authentic Bavarian culture and cuisine at its best. Other routes lead drivers to famous wineries throughout Germany and Austria; a dairy specialising in handmade cheeses; contemporary art museums and culinary experiences at hot new restaurants.

How To Book

To complement the routes, each hotel offers a tailored package for BMW ConnectedDrive guests. The packages and the Sixt rental cars are bookable at www.designhotels.com/roadtrips and are valid for arrivals until 31 December 2010.

The participating hotels are:

AUSTRIA

Hotel Daniel, Graz
Wine & Spa Resort Loisium, Langenlois
Das Triest, Vienna
MAVIDA Balance Hotel & Spa, Zell am See

GERMANY

Becker's Hotel & Restaurant, Trier
Louis Hotel, Munich
Gastwerk Hotel, Hamburg
Designhotel ÜberFluss, Bremen
Lux 11 Berlin-Mitte
25hours tailored by Levi's, Frankfurt
Cerès am Meer, Binz

-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.
