



GOING FOR GOALS!

UP TO 50% OFF ROOM RATES WITH DESIGN HOTELS™ WORLD CUP PROMOTION

Berlin, 18 May 2010 – To kick off the soccer excitement Design Hotels™ is introducing a ‘World Cup Rate’ with the chance to get half price rooms at its member hotels! Those booking at one of 26 participating hotels, in soccer-crazed countries including Brazil and Germany, can watch their room discount increase as the hotel’s country advances in the soccer tournament. The discount will start with 10% off the best available rate, and will increase by an additional 10% as the country progresses to a new round. However, if the team does not get to the next round the ‘World Cup Rate’ will no longer be valid!

The discounted rate will only be available during each designated round, meaning if a room is booked during Round 16 the guest will receive a 20% maximum discount.

The rate schedule:

Round 32	10% off Best Available Rate	11 June - 25 June
Round 16	20% off Best Available Rate	26 June - 1 July
Quarter Finals	30% off Best Available Rate	2 July - 5 July
Semi Finals	40% off Best Available Rate	6 July - 10 July
Final	50% off Best Available Rate	11 July - 13 July

A dedicated booking webpage is available here: www.DesignHotels.com/WorldCup2010

This promotion can exclusively be booked through Design Hotels™.

Those who pick the winning team will automatically be entered to win one of five grand prizes. These are a two or three-night stay at: the new COSMO Hotel Berlin Mitte; MAVIDA Balance Hotel & Spa in Austria; Boca Chica in Acapulco, Mexico; Boundary in London and Condesa DF in Mexico City. If participants register for the Design Hotels™ Club and choose their favourite team by 1 July they will also be entered in to this draw.

Hotels participating in the Design Hotels™ World Cup Promotion are:

- Hotel Unique, São Paulo, Brazil (www.designhotels.com/hotel_unique)
- Town Hall Hotel & Apartments, London, England (www.designhotels.com/town_hall_hotel)
- Bel Ami, Paris, France (www.designhotels.com/hotel_bel_ami)
- Lux 11, Berlin, Germany (www.designhotels.com/lux_11)
- 25 Hours Hotel Frankfurt by Levi’s, Frankfurt, Germany (www.designhotels.com/25hours_levi_s)
- SIDE, Hamburg, Germany (www.designhotels.com/side_hotel_hamburg)
- COSMO Hotel Berlin Mitte, Berlin, Germany (www.designhotels.com/cosmo)
- Semiramis, Athens, Greece (www.designhotels.com/semiramis)
- Leon’s Place, Rome, Italy (www.designhotels.com/leons_place)
- Romeo Hotel, Naples, Italy (www.designhotels.com/romeo_hotel)
- Maison Moschino, Milan, Italy (www.designhotels.com/maison_moschino)
- Straf, Milan, Italy (www.designhotels.com/straf)
- Hotel Habita, Mexico City, Mexico (www.designhotels.com/hotel_habita)
- Condesa DF, Mexico City, Mexico (www.designhotels.com/condesa_df)



- Habita Monterrey, San Pedro Garza Garcia, Mexico (www.designhotels.com/hotel_habita_monterrey)
- Distrito Capital, Mexico City, Mexico (www.designhotels.com/distrito_capital)
- La Purificadora, Puebla, Mexico (www.designhotels.com/la_purificadora)
- Basico, Playa del Carmen, Mexico (www.designhotels.com/basico)
- Deseo, Playa del Carmen, Mexico (www.designhotels.com/deseo)
- Boca Chica, Acapulco, Mexico (www.designhotels.com/boca_chica)
- The Vine, Funchal, Portugal (www.designhotels.com/the_vine_hotel)
- Fontana Park Hotel, Lisbon, Portugal (www.designhotels.com/fontana_park_hotel)
- Hotel Teatro, Porto, Portugal (www.designhotels.com/hotel_teatro)
- Hotel Miro, Bilbao, Spain (www.designhotels.com/miro_hotel)
- Hotel Omm, Barcelona, Spain (www.designhotels.com/hotel_omm)
- Widder Hotel, Zurich, Switzerland (www.designhotels.com/widder)

-Ends-

NOTE TO THE EDITORS

Should you require additional details, please contact:
press@designhotels.com or tel: +49 30-8849 400 33

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.