

Press release

Worldhotels guests can earn points with the group's new all-virtual loyalty programme

A Social Media campaign gives guests the chance to win their first points and a membership in the programme's highest elite level

Frankfurt, March 2014 – Worldhotels, one of the leading groups for independent upscale hotels worldwide, has announced the launch of its highly anticipated global loyalty programme for 24th April 2014: Worldhotels Peakpoints. Available at all of the groups' almost 500 hotels in 65 countries worldwide, Worldhotels Peakpoints is one of the first all-virtual global loyalty programmes in the hospitality industry.

Members of the programme can track their transactions, manage their personal profile and customise their virtual membership card via the Peakpoints website worldhotels-peakpoints.com or the App "Travel Guide by Worldhotels". In addition, they benefit from every eligible stay as they collect 2 points for every Euro spent on their room. Collected points can then be exchanged for vouchers which can be redeemed at all hotels of the group – without any restrictions.

The programme will have three elite levels, allowing guests to accelerate their earning power: Members of the Silver level receive additional 10% points, Gold members plus 25 % points and Navigator members receive 50% more points. Complete programme details can be found at yourbenefits.worldhotels-peakpoints.com.

The launch is being accompanied by an innovative Social Media campaign: "Postcard yourself – Vacation like a World Navigator". Running until 24th April on Facebook, and featured on other Social Media channels like Twitter, Google+ and Pinterest, and the group's newsletter, the campaign offers users the chance to kick-off their Peakpoints membership with 300 Welcome Points plus the chance to win the Navigator status including 100,000 points. This equals a starting credit of 1,250 Euro to spend at any of Worldhotels' almost 500 hotels worldwide. All followers need to do is to participate in "Postcard Yourself", select one of 20 retro-themed postcards and upload their picture into the card. Once finalised, users can send their creative greetings to their friends and family and inform the world about their vacation dreams.

With their first card, each participant automatically receives 300 Welcome Peakpoints and is eligible to win one of three prizes:

- Navigator Status and 100.000 Peakpoints
- 5-night stay in Cambodia, Gold Status and 10,000 Peakpoints
- 2-night stay in Singapore, Silver Status and 3,000 Peakpoints

Users can enter on www.facebook.com/WorldhotelsAG.

Introducing Worldhotels Peakpoints during an ITB Press Conference, Worldhotels' Chief Marketing Officer, Paulo Salvador, says: "The launch of our group-wide loyalty programme is an important milestone in the history of Worldhotels. Its creation is based on strong customer demand and is following the principle of simplicity and guest convenience. Worldhotels Peakpoints will strengthen our ties with our guests worldwide, who will greatly benefit from our transparent and easy-to-understand redemption incentives. Unlike other hotel loyalty programmes, Worldhotels Peakpoints doesn't include any redemption restrictions – members can redeem their points at all of our almost 500 hotels worldwide and don't need to consider any black-out dates."

Media contact:

Veronika Bahnmann
Worldhotels
+49 (0) 69 660 56 – 259
vbahnmann@worldhotels.com

About Worldhotels:

- Worldhotels is a global brand that brings together some of the world's most unique independent hotels. With the tagline "Where Discovery Starts" it targets savvy business and leisure travellers that seek an authentic and local experience when choosing a hotel. Worldhotels now offers almost 500 hotels in 250 destinations and 65 countries worldwide.
- With over 40 years of excellence in the industry, the company's mission is to provide access to 4 and 5 star hotels of character and distinction. Each hotel in the Worldhotels portfolio has been carefully selected to ensure it meets the group's strict quality standards. Each hotel is measured against over 1,000 quality criteria every year.
- Guests can also earn points with the group's own loyalty programme, Worldhotels Peakpoints (worldhotels-peakpoints.com), and redeem them for hotel vouchers. Alternatively, they can collect miles for eligible stays thanks to an extensive list of 26 frequent flyer programmes of the world's premier international carriers. Air France, Cathay Pacific, Lufthansa, United Airlines are just some of the partners that make earning miles with Worldhotels easy.
- Through a comprehensive range of services that includes global marketing, sales, training, e-commerce and state-of-the-art distribution and technology, Worldhotels backs independent hotels with the power of a global brand while allowing them to retain their individual character and identity. In addition to its classic "affiliation model", the group offers independent hotels a soft franchise branding solution which is the perfect alternative to standard franchise contracts.

WORLDHOTELS

where discovery starts

For reservations or information, visit worldhotels.com. Images are available in the “news & press” section of worldhotels.com or from vbahnmann@worldhotels.com.

For most recent news, follow Worldhotels on Facebook and Twitter.
www.worldhotels.com/facebook; www.worldhotels.com/twitter