

Press release

Worldhotels announces strategic partnership with yoo2

Yoo2 Taksim Square in Istanbul is first yoo2 to join the Worldhotels portfolio

Frankfurt, 4th March 2014 – Worldhotels announces its strategic partnership with yoo2, the exciting new lifestyle hotel brand from yoo, the leading design company founded by international property entrepreneur John Hitchcox and renowned designer Philippe Starck. yoo2 creates original stories through iconic design, with innovative and vibrant destination-led hotels, and has selected Worldhotels as its ideal partner. The first yoo2 hotel to join Worldhotels' exclusive portfolio is Yoo2 Taksim Square in Istanbul.

Yoo2 Taksim Square is located within walking distance of central Istanbul attractions such as the Taksim Gezi Park and the Atatürk Cultural Centre, and offers 59 exclusively designed guest rooms with views over the Bosphorus. Guests can enjoy traditional and modern Turkish cuisine, as well as international dishes, at the hotel's renowned restaurant.

The new partnership reflects Worldhotels' ambition to expand its global portfolio with unique high-quality hotels in key destinations worldwide. Yoo2 Taksim Square complements the Worldhotels offering in Istanbul, which includes ten hotels.

yoo Hotel's Chief Operating Officer, Marco Nijhof says: "With its tagline 'Where discovery starts' and its aim to offer modern travellers unique and authentic experiences, Worldhotels is the ideal partner to represent our yoo2 brand. The group offers the best in class distribution technology, sales and marketing tools and will drive maximum results for our yoo2 hotels."

"We are proud to tie up with one of the most innovative design boutique hotel groups", comments Paulo Salvador, Worldhotels' Chief Marketing Officer. "The global partnership with the yoo2 brand is an important milestone, enabling us to expand our network with more unique and authentic hotels worldwide. Istanbul is a strategically important destination and the Yoo2 Taksim Square an ideal addition to our portfolio in the city. We are looking forward to working with the yoo2 team to accelerate our mutual growth and strengthen our brand positioning."

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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.

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

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About yoo2

yoo, the global design brand synonymous with creating truly extraordinary living spaces has conceived yoo Hotels to deliver inimitable guest experiences through seamless design and impeccable service for global travellers in two ground breaking brands. Where the city comes alive with its enigmatic local soul, yoo2 is the vibrant showcase, a symbiosis of daring design and spontaneity. yoo collection is all about handcrafting a magical destination with signature creations, outstanding dining and superlative attention to detail.

www.yoo.com / www.yoo2taksim.com. For more information and images contact: Hannah Cox (Hannah.cox@camronpr.com) or Jennifer Godwin (Jennifer.Godwin@camronpr.com).