

## Press Release

### **Kleber PR Network commences public relations activity for WORLDHOTELS in the European market**

**Frankfurt / Main, May 15<sup>th</sup> 2008** – With immediate effect Kleber PR Network is responsible for the communications and media relations of WORLDHOTELS in the European key markets Germany (with Austria and Switzerland), United Kingdom, France, Italy, and Spain. WORLDHOTELS, the largest and most established Europe based global group for individual and independent hotels as well as regional hotel brands, will rely on the expertise of Kleber PR Network to expand its presence in the German speaking and European market and to continue establishing its brand.

Under the banner “Unique Hotels for Unique People”, WORLDHOTELS offers business and leisure travellers a wide choice of almost 500 individual accommodation options in more than 300 destinations worldwide in three distinct collections – Deluxe, First Class, and Comfort. WORLDHOTELS' guests also benefit from an extensive portfolio of partners, including frequent flyer programmes from 18 of the world's leading international airlines. To its hotels, WORLDHOTELS provides a wide range of sales, marketing, distribution technology and related services and enables hotels to be part of a globally recognised brand.

Hanna Kleber, Managing Director of Kleber PR Network, is looking forward to working for the international hotel group WORLDHOTELS. „Acting as lead-agency for the European key markets is a great opportunity for us, and we will certainly benefit from the concentrated competence of our global agency network Tourism Trademark. We will use our synergies to reinforce and position the brand WORLDHOTELS in the European markets.”

#### **About Kleber PR Network**

Kleber PR Network is one of the leading PR agencies for the travel industry in Germany. Founded by Hanna Kleber in 1994, we today belong to the top ten tourism PR agencies. Our office is located in the heart of Frankfurt – Germany's capital of the tourism industry. We offer our clients tailor-made communication solutions resulting in the successful implementation of their marketing goals in the German, Austrian and Swiss markets. Our main focus lies on dynamic marketing strategies and image campaigns that accentuate the unique selling propositions of the products. Strategic planning as well as efficient implementation guarantee campaigns that generate attention.

#### **About Tourism Trademark**

Tourism Trademark is the first international organisation of independent Marketing Communications agencies serving travel, hospitality and destination clients. The network operates seamlessly across national borders while maintaining the independence and local specialisation of its members. With offices in major outbound travel and tourism markets around the world, each agency is a market leader in its region and a recognized specialist in Tourism communications.

Clients benefit from Tourism Trademark's local expertise and international presence, to best meet clients' particular service or geographic requirements. The services range from branding, public relations and trade relations, to crisis management, event management and advertising. KPRN is a founding member of Tourism Trademark.

**About WORLDHOTELS:**

1. Is the largest and most established Europe based global hotel group for independent hotels and regional hotel brands.
2. The company's strong emphasis is on properties with character and distinction. It has almost 500 affiliate properties in more than 300 destinations and 70 countries worldwide.
3. Under the banner "Unique Hotels for Unique People", WORLDHOTELS offers business and leisure travellers a wide choice of individualistic accommodation options in three distinct collections – Deluxe, First Class and Comfort.
4. WORLDHOTELS' guests benefit from an extensive portfolio of partnerships, including frequent flyer programs from 18 of the world's leading international airlines, including Air France/KLM, United Airlines and Air China.
5. To its affiliate hotels, WORLDHOTELS provides a wide range of sales, marketing, distribution and related services.

For further information visit [worldhotels.com](http://worldhotels.com). Photographic material available on the website [worldhotels.com](http://worldhotels.com), news section, or from [press@worldhotels.com](mailto:press@worldhotels.com).

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