

HotelREZ

www.hotelrez.net

local

PEOPLE

generating

GLOBAL DEMAND

delivering

MORE REVENUE



Who we are

HotelREZ is a leading international hotel representation company with a collection of 550 properties in 26 countries. Led by a team of industry specialists, HotelREZ is renowned for its quality, service and revenue delivery to its global portfolio of hotels., a unique positioning that has brought the company to the forefront of hospitality distribution, representation and sales and marketing.

HotelREZ services cover the spectrum of distribution and technology connectivity (including GDS, internet, PMS, CRO and integrated booking engine solutions), sales and marketing opportunities (marketing programme participation, RFP services, Travel Agency sales and marketing, road show participation, PR, loyalty programmes and electronic marketing), as well as dedicated revenue management support and training and development opportunities.

As a vertically integrated company, we also operate a number of consumer web sites which drive significant incremental business to our member hotels. We presently operate sites such as www.hotelrez.co.uk, www.eleganthotelcollection.com, www.worldfashionhotels.com and www.thehotel100.com

Our own members are always biased first and foremost on these sites, and we are very careful to whom we provide business. We see the relationship with our members as a long-term partnership, and again uniquely do everything we can possibly do to improve their business.

Why HotelREZ?

What makes us different is that we truly care about offering you the best personal service in the industry. We pride ourselves on going further than the competition in order to surpass your expectations of us.

The Company was founded on the basis that we could do a better job for our members and avoid a highly corporate approach where you can perhaps forget who the customer actually is. We enjoy what we do, and our members enjoy the experience we offer them, which is fresh and more meaningful than available elsewhere.

Our global sales and distribution network continually drives business to your hotel, a process underpinned by our ongoing optimization of rates, yielding each room to achieve the very best results, and measurable business plans.

Our multilingual Revenue Management Team has many years of experience working in hotels and is passionate about sharing its experience to help grow your business, while our Relationship Management Team ensures you remain happy with what we are doing for you and that we deliver on our promises.

All members are supported by a Demand Generation Team developing preferred global deals, corporate RFP's, MICE business and lateral partnerships to drive 'the right' business to your property at the 'right' rate.

We're Unique

HotelREZ is the only representation company in the World to have a Master Chain code,* normally the remit of hard brands such as Marriot and Hilton, but we believe, that in order to achieve the best results, we need to be competing on all levels and be at parity with global chains and way beyond the competition in the representation sector.

Our member hotels can be searched globally under the HW chain code, HotelREZ Worldwide, and by brand, HO 'Simply Hotels', FE 'World Fashion Hotels', EG 'Elegant Hotels', UQ 'Hotel 100' and GY 'World Rainbow Hotels'.

We also offer Private Label services giving hotel groups and chains the ability to take advantage of our own master code, marketing, rate strategy programmes and preferred status, yet keep their own GDS chain code. ATAhotels in Italy have recently migrated to HotelREZ under the AQ code, which can also now be found under HW and enjoy all the benefits of being part of the HotelREZ family, yet keep their own brand independence.

What our members have to say about us

"Working with HotelREZ has enabled Hand Picked Hotels to maximise our revenue, through the distribution channels, via cutting edge technology, experienced revenue management and sales and marketing support. HotelREZ have worked closely with us at individual hotel and group level. The team at HotelREZ are very knowledgeable and have a good understanding of the market"

Douglas Waddell, Operations Director, Hand Picked Hotels Limited,

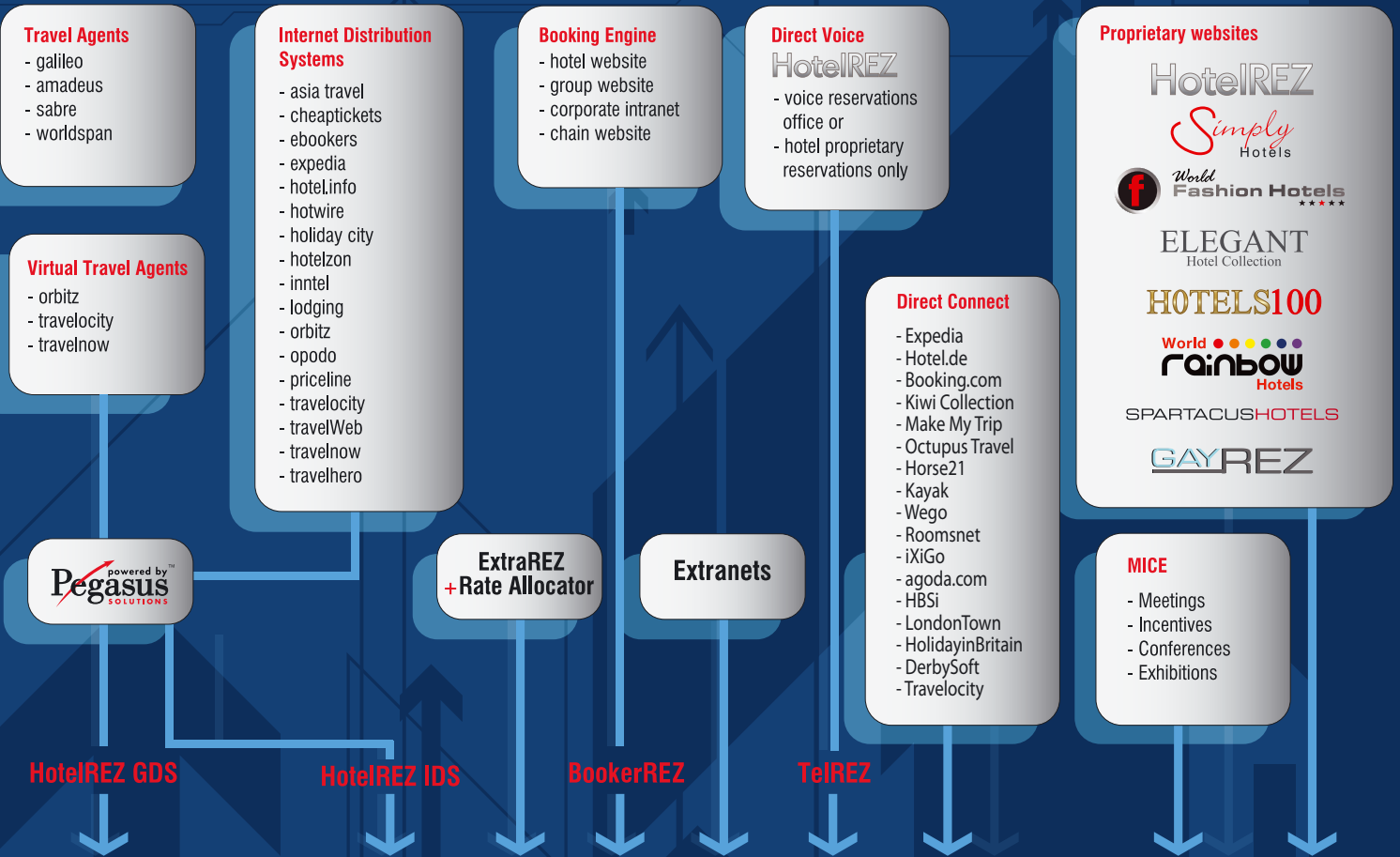
"Increasingly perturbed by the branding demands stipulated by Best Western, which we felt were beginning to compromise our own unique hotel identities, Richardson Hotels took the decision to move our business to HotelREZ. To date our level of success confirms that decision to have been sound and we continue to increase our online revenues whilst enjoying a positive relationship with a company that works hard for us"

Yvonne Scott - Group Marketing Manager, Richardson Hotels

"Business at the hotel has increased with Hotelrez by 138% year on year. This is due to strong revenue management and excellent customer service and communication"

Helen Gibb, Revenue & Front of House Manager, Marwell Hotel, Bespoke Hotel Collection

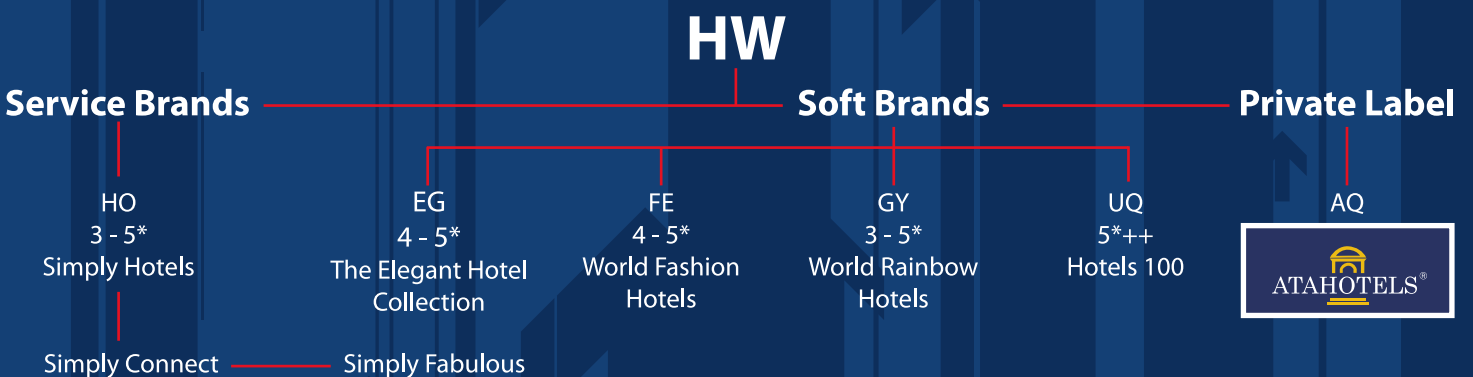
Channel Management



CentralRez by HotelRez



Master Chain Code



Our Executive Team

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Simply Hotels is a brand offering two levels of service, Simply Connect and Simply Fabulous.

Simply Connect is designed for hotels that are looking to connect and manage inventory through a single system whilst allowing channel management capability to the various global and/or hotel specific distribution systems – can include Central Reservation Systems (CRS), Global Distribution Systems (GDS), Internet Distribution Systems (IDS), connectivity to your own PMS, or distribution via your own website. Simply Fabulous is a representation solution designed for hotels which want the ultimate in support and services but are not necessarily ready to move into a soft brand.

www.simplyconnecthotels.com

www.simplyfabuloushotels.com



World Fashion Hotels brings together a collection of independent unique properties.

World Fashion Hotels is a brand which caters to a lifestyle choice. Coco Chanel said “the best colour in the world, is the one that looks good on you”. We believe the best brands in the world are those that work well for you, that understand your market and your individuality.

We give you the opportunity to join World Fashion Hotels and ensure that you are in the best company, your gateway to the couture world's ‘where to sleep’.

www.worldfashionhotels.com



The Elegant Hotel Collection

The Elegant Hotel Collection is a hand picked and unique offering of many of the worlds most incredible luxury 4 or 5 star properties, ranging from city centre to deluxe resorts or destination properties. The brand is an eclectic mix of hotels whose common theme is exclusivity, elegance and service. If you wish to be part of a recognised exclusive community, a brand where collective association drives revenues as much as individual initiatives, then the Elegant Hotel Collection is for you.

www.eleganthotelcollection.com



Hotels100. An exclusive brand!

Hotels100, as the name would suggest, is an invitation only brand which represents an elite group of the most sought after, prestigious and exclusive hotels on the planet.

Whilst embracing each hotel's distinctiveness, a structured and aggressive strategic marketing and communications plan positions Hotels100 as amongst the most unique, uncompromisingly independent and desired collection of hotels in the world.

Also offering a completely tailored approach for each member, Hotels100 represents the ultimate solution for the ultimate in hotels.

www.thehotel100.com



World Rainbow Hotels is a specialist collection of properties targeting the highly affluent gay market.

The collection is niche in nature, but through membership of World Rainbow Hotels, properties place themselves at the heart of this highly lucrative financial travel sector. Represented under the GY chain code and the HW master chain code, members of the World Rainbow Hotels portfolio will also receive proactive biasing on our own consumer sites www.spartacushotels.com and www.gay-rez.com. In addition, members will be mapped to all GDS, Pegasus IDS and non-Pegasus strategic distribution channels. Why not cash in on the pink pound and join the unique concept of World Rainbow Hotels.

www.worldrainbowhotels.com

We would be very happy to discuss your requirements more, and would love the opportunity to demonstrate to you what makes us different and the right choice of representation partner for your hotel.