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Prestige Hotels of the World by Keytel presents its 2011 directory with a new surprise: Getaway Lovers

The prestigious hotel brand, owned by Keytel, has a portfolio of 108 establishments, including 47 in Spain

Barcelona, February 14.- **Prestige Hotels of the World by Keytel** presents the **International Directory of Hotels 2011**, which has a total of 108 prestigious hotels, with 47 in Spain and 61 in a range of international locations.

This is an exclusive selection of hotels spread out over 4 continents and whose common denominator is their prestige in their geographical area, thanks to their history, location, level of service or specialization. **Prestige Hotels of the World by Keytel** has already made its first appearance at FITUR, where 14 of its establishments were present at the stand.

The brand portfolio is divided into five areas of specialization: **PHW Gourmet** includes hotels with a wide and select range of restaurants set in unique surroundings, the hotels forming the **PHW Golf** seal excel in offering the best courses and facilities for guests to enjoy playing this sport; **PHW Wellness** features establishments with a spa offering an exclusive range of health and beauty services; sports lovers will find their ideal setting in **PHW Sports & Leisure - Unique Places**. Finally, **PHW Events** includes hotel facilities that have been specially designed for holding all kinds of conferences, conventions and incentives.

The new proposal of the 2011 Directory is **Getaway Lovers**, where PHW is aiming at lovers of getaways, offering them unforgettable stays at **PHW** hotels. In addition, **PHW** is still promoting the **PHW Moments** gift cheque and continues to invite the potential customer to sign up at the **PHW Club** in order to enjoy the advantages of belonging to a prestige brand.

Live unforgettable moments anywhere in the world: **Prestige Hotels of the World by Keytel**.
For those privileged few / who want to experience / Unforgettable Moments / anywhere in the world / Discover PHW.

Experienced hotel representative

Prestige Hotels of the World by Keytel is the first Spanish brand of upscale hotels worldwide whose mission is to transmit values of exclusivity and service excellence that prevail in each of the partner hotels, and which allow their guests to feel that their stays are unique. Currently, **PHW** has a portfolio of 108 hotels all over the world.



To be part of **Prestige Hotels of the World by Keytel**, establishments must meet the following requirements: belong to a high-end product type, have a minimum of 30 rooms, fit the concept of prestige and meet strict quality standards. In order to ensure these standards, the brand makes a unique audit of over 600 parameters on the overall management of the five operational areas of a hotel: outdoor areas, reception, communal areas, rooms and restaurant- breakfast.

Keytel is a Spanish hotel representative, which was set up in 1973. From its headquarters in Barcelona and Madrid, it provides exclusive marketing and distribution services to the nearly 1,700 hotels it represents worldwide.

Keytel is part of the **Hotusa Group**, a vibrant organization composed of a large number of companies related to the most diverse areas of tourism. Housed within it is the chain of independent hotels **Hotusa Hotels** and **Elysées West Hotels**, the tour operator **Restel**, the technological company **IGM Web**, the management and online booking website **Hotelius.com** and a hotel management division, currently composed of more than 100 establishments, of which 60 are part of the **Eurostars Hotels** chain.

For more information / Obtain artwork:

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