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PRESTIGE AGREEMENT

Prestige Hotels of the World by Keytel strengthens its presence in the U.S. market after signing an agreement with Prestige Resorts & Destinations

The prestigious hotel brand, owned by Keytel, is expanding its geographic coverage in the United States

Barcelona, 28 February.- **Prestige Hotels of the World by Keytel** has strengthened its presence in the United States, after concluding a partnership agreement with **Prestige Resorts & Destinations (PR & D)**, an American company that has been in business since 1986 and which is dedicated to representing 4-star superior and 5 star hotels.

This agreement will allow the **PHW** brand to position itself strategically in the American market. It thus seeks to consolidate **PHW's** sales and marketing strategy in the U.S. **MICE** segment, thanks to the American partner's know how and sound commercial structure: **PR & D** is made up of a network of 35 offices spread across the length and breadth of the United States.

According to **Keytel's** CEO, Jose María Vila, "this agreement is very favourable to both companies, as it will enable us to obtain real added value thanks to greater geographical coverage, which will help us consolidate ourselves in the American market".

Blair Mckeever, founder and president of **PR & D** says, "through this agreement with **PHW**, we are able to offer individual bookings through GDS and CRS and market our hotels by offering the know-how that comes from having 25 years' experience in the market".

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.

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.

Prestige Resorts & Destinations, Ltd. is a comprehensive portfolio of distinctive high quality resorts around the globe and 25 proven global destination management companies servicing the needs of the meeting and incentive market around the world. Headquartered in the Minneapolis area, Prestige has taken the guesswork out of the site selection process. The in-depth product knowledge of its team allows Prestige to help planners realize truly unique events in outstanding destinations. For more information on Prestige Resorts & Destinations, Ltd. visit www.prestigeresorts.com.

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