



Hotels around the World

Introduction to the Brand Prestige Hotels of the World by Keytel/ November 2009

Some concepts are beyond the reach of words, because they concern our innermost self and have much more to do with emotion than with reason.

Prestige is one such inexpressible idea. One needs to experience prestige, to assimilate it through all the senses, in order to fully appreciate this concept.

This is precisely the guiding idea that defines each hotel member of our exclusive Prestige Hotels of the World by Keytel club. We invite you to share this world of experiences and sensations with us.

P|R|E|S|T|I|G|E
HOTELS OF THE WORLD
by keytel



Introduction to Prestige Hotels of the World by Keytel

Prestige Hotels of the World by Keytel (PHW) is a hotel representation brand directed towards luxury hotels world-wide. In a market historically dominated by British and US companies, it is the first of its kind that originates in Spain.

PHW was created with knowledge of the hotel and hospitality market and of representation and distribution services as gained over the years by **Keytel**, a company with 35 years of experience in the sector and which provides representation services to almost 1,600 hotels around the globe.

Keytel offers hotel representation services focused on the 3, 4 and 5 star hotel segments with an urban profile, and uses a B2B business model directed at the travel agency channel. Over the last few years, the higher-rated hotels within **Keytel** expressed their desire for a portfolio with a wider range of services, and one which not only handles distribution needs, but also those of positioning, marketing and management. In this context, **Prestige Hotels of the World by Keytel** debuted on the market at the beginning of June 2007 during the **Keytel Annual Convention** where the first edition of the International Directory was presented with an initial portfolio of 38 hotels. At this moment, **November 2009**, the number of hotels is 100.



PHW: Mission

To offer a service of high added value by representing top-class hotels worldwide which enjoy recognised Prestige within their geographic spheres. These services will generate value for hotels through excellence in branding, marketing, distribution and management.

PHW: Selection Criteria

PHW represents an exclusive selection of recognised and prestigious hotels based on:

- **Their Category:** Luxury hotels.
- **Their Characteristics:**
 - Hotels with at least 30 guest rooms.
 - Hotels of distinct styles, types and locations.
- **Prestige** concept: For their location, history, singular characteristics and standards of service.
- Meet quality standards by going through an **Initial Inspection** and receiving a **Mystery Guest**.

PHW is present world-wide, representing emblematic and prestigious hotels from all over the world so that hotel stays may become moments of prestige.

Current PHW Portfolio (November 2009)

The up-dated portfolio of hotels represented by **PHW** contains 100 hotels on both the national and international level. The portfolio is broken down into 47 hotels in Spain and 53 worldwide (*see attached table on the next page*).

PHW Segmentation






Prestige Hotels of the World by Keytel has five lines of specialisation, which correspond to the different services each hotel is known for. We try to promote these services as an added value for our establishments, advertising them as **Moments of Prestige**.

Moments of Prestige owe to the exclusive services and special characteristics that identify each of the PHW hotels as they meet our client's needs, whatever their type or profile.



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The different segments are:

- **Gourmet**  ; PHW invites you to enjoy unique experiences in cuisine; the flavour, aroma, texture and colour of the finest dishes, served in an ambience to match: prestigious and exclusive.
- **Wellness**  ; with PHW you can find true relaxation and unique sensations, where water and all its beneficial properties take the limelight.
- **Sports & Leisure**  ; PHW offers a unique environment and exclusive facilities devoted to open-air leisure enjoyment, with a wide range of programmes to play your favourite sport any time of the day.
- **Golf**  ; PHW offers you the best courses and facilities, enabling you to practice this exclusive sport in the best settings and with all the services necessary.
- **Events**  ; PHW brings to your meetings and events the benefits of establishments specialised in the organisation and holding of such events.

PHW Portfolio – November 2009

| PAIS | | CIUDAD | HOTEL |
|----------|----------------|---------------------|------------------------------------|
| COLOMBIA | BOGOTÁ | BOGOTÁ | 101 PARK HOUSE |
| SPAIN | MADRID | MADRID | ADLER |
| PORTUGAL | CASCAIS | 2750-353 CASCAIS | ALBATROZ |
| ITALY | ISCHIA | LACCO AMENO | ALBERGO SAN MONTANO |
| PORTUGAL | LISBON | LISBON | ALTIS AVENIDA |
| MORROCO | MARRAKECH | MARRAKECH | ATLAS MEDINA & SPA |
| PORTUGAL | SETÚBAL | TROIA | B&G TROIA DESIGN |
| PORTUGAL | ALGARVE | 8400 - ALPORCHINHOS | B&G VILALARA THALASA RESORT |
| PORTUGAL | LISBON | LISBON | BAIRRO ALTO |
| FRANCE | PARIS | PARIS | BANKE |
| ITALY | ROME | ROME | BLACK HOTEL |
| SPAIN | GIRONA | BESALU | CAN GÜELL RESORT HOTEL |
| BRASIL | RIO DE JANEIRO | ARMAÇÃO DOS BUZIOS | CASAS BRANCAS BOUTIQUE HOTEL & SPA |



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|----------------|----------------|--------------------------|--------------------------------------|
| SPAIN | PAMPLONA | GORRAIZ | CASTILLO DE GORRAIZ GOLF&SPA |
| FRANCE | PARIS | PARIS D08 | CHATEAUBRIAND |
| PORTUGAL | MADEIRA | FUNCHAL | CHOUPANA HILLS RESORT&SPA |
| ARGENTINA | BUENOS AIRES | BUENOS AIRES | CLARIDGE HOTEL |
| SPAIN | BARCELONA | BARCELONA | CLARIS |
| SPAIN | BARCELONA | BARCELONA | CONDES DE BARCELONA |
| SPAIN | SEVILLE | LAS CABEZAS DE SAN JUAN | CORTIJO SOTO REAL |
| BELGIQUE | BRUGGE | BRUGGE | DE TUILERIEEN |
| SPAIN | CADIZ | EL PUERTO DE SANTA MARIA | DUQUES DE MEDINACELI |
| UNITED STATES | NEW YORK | NEW YORK | DYLAN HOTEL |
| SPAIN | SEVILLE | SANLUCAR LA MAYOR | EL BULLI HOTEL HACIENDA BENAZUZA |
| SPAIN | HUESCA | TRAMACASTILLA DE TENA | EL PRIVILEGIO DE TENA |
| SPAIN | SEVILLE | SEVILLE | EME CATEDRAL HOTEL |
| MORROCO | MARRAKECH | MARRAKECH | ES SAADI GARDENS RESORT |
| SPAIN | BARCELONA | BARCELONA | EUROSTARS BCN DESIGN |
| PORTUGAL | LISBON | LISBON | EUROSTARS DAS LETRAS |
| CZECH REPUBLIC | PRAGA | PRAGA | EUROSTARS DAVID |
| GERMANY | MUNICH | MUNICH | EUROSTARS GRAND CENTRAL |
| SPAIN | BARCELONA | BARCELONA | EUROSTARS GRAND MARINA |
| SPAIN | MADRID | MADRID | EUROSTARS MADRID TOWER |
| BELGIQUE | BRUSSELS | BRUSSELS | EUROSTARS MONTGOMERY |
| CZECH REPUBLIC | PRAGA | PRAGA | EUROSTARS THALIA |
| SPAIN | LLEIDA | LLEIDA | FINCA PRATS HOTEL GOLF & SPA |
| SPAIN | AVILA | AVILA | FONTECRUZ AVILA GOLF |
| SPAIN | GRANADA | GRANADA | FONTECRUZ GRANADA |
| SPAIN | TOLEDO | TOLEDO | FONTECRUZ PALACIO EUGENIA DE MONTIJO |
| SPAIN | PAMPLONA | PAMPLONA | GRAN HOTEL LA PERLA |
| SPAIN | BARCELONA | BARCELONA | GRANADOS 83 |
| RUSSIA | SAN PETERSBURG | SAN PETERSBURG | GRAND HOTEL EMERALD |
| NETHERLAND | AMSTERDAM | NOORDWIJK | GRAND HOTEL HUIS TER DUIN |
| ITALY | FLORENCE | FLORENCE | GRAND HOTEL MINERVA |
| MEXICO | CANCUN | CANCÚN | GRAND OASIS VIVA BEACH |
| ITALY | VENEZIA | VENEZIA | GRANDE ALBERGO AUSONIA & HUNGARIA |
| SPAIN | COSTA BRAVA | LLORET DE MAR | GUITART MONTERREY |
| SPAIN | BARCELONA | BARCELONA | HC CASA FUSTER |
| SPAIN | ALICANTE | ALICANTE | HOSPES AMERIGO |
| FRANCE | PARIS | PARIS D08 | HOSPES LANCASTER |
| SPAIN | SEVILLE | SEVILLE | HOSPES LAS CASAS DEL REY DE BAEZA |
| SPAIN | MADRID | MADRID | HOSPES MADRID |



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| SPAIN | PALMA DE MALLORCA | CAS CATALA (CALVIÀ) | HOSPES MARICEL |
| SPAIN | GRANADA | GRANADA | HOSPES PALACIO DE LOS PATOS |
| SPAIN | CORDOBA | CORDOBA | HOSPES PALACIO DEL BAILIO |
| SPAIN | VALENCIA | VALENCIA | HOSPES PALAU DE LA MAR |
| FRANCE | CORSICA | ILLE DE CAVALLO | HOTEL & SPA DES PECHEURS |
| CHINE | BEIJING | BEIJING | HOTEL G |
| SPAIN | MARBELLA | MARBELLA | INCOSOL MEDICAL SPA & RESORT |
| MORROCO | CASABLANCA | CASABLANCA | JM SUITES |
| SPAIN | VALENCIA | BETERA | LA CALDERONA SPA SPORT&CLUB |
| SPAIN | CORDOBA | CORDOBA | LAS CASAS DE LA JUDERÍA |
| SPAIN | SEVILLE | SEVILLE | LAS CASAS DE LA JUDERIA |
| FRANCE | PARIS | PARIS | L'EMPIRE |
| URUGUAY | PUNTA DEL ESTE | PUNTA DEL ESTE | MANTRA RESORT SPA & CASINO |
| SPAIN | VALENCIA | VALENCIA | MELIÀ VALENCIA |
| CROATIA | DUBROVNIK | DUBROVNIK | MORE |
| SPAIN | BARCELONA | BARCELONA | OMM |
| MORROCO | MARRAKECH | MARRAKECH | PALACE ES SAADI GARDENS & RESORT |
| PORTUGAL | ESTORIL | 2769-504 ESTORIL | PALACIO ESTORIL |
| SPAIN | SARAGOSSA | SARAGOSSA | PALAFOX |
| ITALY | ROME | ROME | PARCO DEI PRINCIPI GRAND HOTEL & SPA |
| JAPAN | TOKYO | MINATO-KU | PARK HOTEL TOKYO |
| SPAIN | GIRONA | PERALADA | PERALADA WINE SPA & GOLF |
| ITALY | SARDINIA | CALA DI VOLPE | PETRA BIANCA HOTEL |
| SPAIN | CADIZ | JEREZ DE LA FRONTERA | PRESTIGE PALMERA PLAZA |
| ARGENTINA | BUENOS AIRES | BUENOS AIRES | PULITZER |
| SPAIN | BARCELONA | BARCELONA | PULITZER |
| SPAIN | SARAGOSSA | SARAGOSSA | REINA PETRONILA (2010) |
| ITALY | VENEZIA | VENEZIA | RUZZINI PALACE HOTEL |
| SPAIN | GIRONA | COSTA BRAVA | SANTA MARTA |
| CUBA | LA HABANA | LA HABANA | SARATOGA |
| GERMANY | BERLIN | BERLIN | SCHLOSSHOTEL IM GRUNEWALD |
| AUSTRIA | INNSBRUCK | INNSBRUCK | SCHWARZER ADLER HOTEL |
| SPAIN | VALENCIA | VALENCIA | SERCOTEL SOROLLA PALACE |
| SPAIN | VIZCAYA | BILBAO | SILKEN GRAN HOTEL DOMINE |
| ANDORRA | ANDORRA | SOLDEU AD100 | SPORT HOTEL HERMITAGE & SPA |
| ITALY | SARDINIA | PORTO CERVO | SPORTING PORTO ROTONDO |
| GREECE | CRETE | AGHIOS NIKOLAOS | ST.NICOLAS BAY RESORT & VILLAS |
| GREAT BRITAIN | LONDON | W23EA LONDON | THE CAESAR |
| ITALY | ROME | ROME | THE DUKE HOTEL |
| BRASIL | SALVADOR DE BAHIA | PRAIA DO FORTE | TIVOLI ECORESORT PRAIA DO FORTE (2010) |



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| PORTUGAL | LISBON | LISBON | TIVOLI LISBOA |
| PORTUGAL | SINTRA | SINTRA | TIVOLI PALACIO SETEAIS |
| BRASIL | SAO PAULO | MOFARREJ | TIVOLI SAO PAULO MOFARREJ |
| PORTUGAL | ALGARVE | VILAMOURA | TIVOLI VICTORIA |
| SPAIN | MALAGA | BENALMADENA | TORREQUEBRADA |
| SPAIN | MADRID | MADRID | URBAN |
| SPAIN | GRANADA | GRANADA | VILLA ONIRIA |
| SPAIN | MADRID | MADRID | VILLA REAL |
| SPAIN | TENERIFE | COSTA ADEJE | VINCCI LA PLANTACION DEL SUR |
| PORTUGAL | CASCAIS | CASCAIS | VIVA MARINHA HOTEL & SUITES |
| PAIS | | CIUDAD | HOTEL |