



Ref. 02/10
February 2010

Prestige Hotels of the World by Keytel adds 15 new member hotels to its portfolio

*Barcelona, 15th February 2010.- **Prestige Hotels of the World by Keytel** (PHW) has enlarged its portfolio with 15 new select member establishments.* In addition, Keytel's prestige brand has made its debut in three new destinations: Manila (Philippines), Beijing (China) and Havana (Cuba). With these new additions the hotel representative now has a portfolio of 102 establishments in 25 countries.

PHW has added the **Manila Hotel** of the Philippines' capital, the **Hotel G** of Beijing (China) and the **Hotel Saratoga**, located in Havana. The brand has enlarged its international portfolio with the incorporation of four other establishments in Praia do Forte (**Tivoli**), Cyprus, (**St. Raphael Resort**), Milan (**Starhotel Rosa Grand**) and Sicily, (**Grand Hotel Minaretto**).

The 8 Spanish establishments incorporated into the hotel representative portfolio are the **Palace Barcelona** (Barcelona); the **Fontecruz Arenales** (Cáceres); the **Huerto del Cura** of Elche; the **Hospes Villa Paulita** (Girona); the **Hotel Pachá** and the **Hacienda Na Xamena** (Ibiza); the **Fontecruz Sevilla** (Seville) and the **Hotel Reina Petronila** (Zaragoza), which will open its doors next March.

Prestige Hotels of the World by Keytel is the premier Spanish brand of high-end hotels at an international level whose mission is to transmit values of exclusiveness and excellence of service, which are a top priority in each and every one of our member hotels and which make their clients feel they are enjoying unique stays. At present, **PHW** has a portfolio of 102 hotels worldwide.

Experienced hotel representative

Keytel is a Spanish hotel representation company, which was founded as a company in 1973. From its headquarters in Barcelona and Madrid, it provides exclusive commercialization, marketing and distribution services to the almost 1,700 hotels it represents. In 2007, it launched **Prestige Hotels of the World by Keytel**, which includes an exclusive selection of about one hundred hotels all over the world, whose common denominator is their renowned prestige in their geographical area thanks to their history, location, level of service or specialization.

Keytel forms part of the **Grupo Hotusa**, a rapidly expanding organisation made up of an important number of companies connected with the most diverse spheres of the tourism sector. Part of its core business is the chain of independent hotels **Hotusa Hotels and Elysées West Hotels**, the booking call centre **Restel**, the technological company **IGM Web**, the on-line management and reservation website **Hotelius.com**, as well as a hotel operations division currently composed of 89 establishments, of which 52 form part of the **Eurostars Hotels** chain.

More information / Acquisition of graphics:

Míriam Bescós i Sardà

Dep. Communication of PHW

Tel. 932 163 816/ Fax. 934 518 463

E-mail: mbescos@prestigehw.com

Website: www.prestigehw.com