# **Brand Presentation**

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#### **DESIGN HOTELS**<sup>\*\*</sup>





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### **Our Philosophy**



— Since 1993, we've been crafting a portfolio which today includes 300+ privately owned and operated hotels that reflect the vision of independent hoteliers—or "Originals"—with a passion for culturally-rooted hospitality and cutting-edge design and architecture.

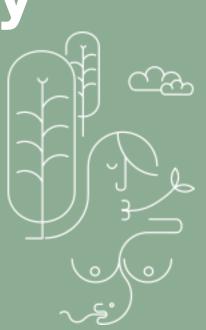






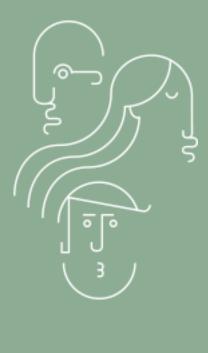
### **Brand &** Culture

### Sustainability & Diversity



**Core Values** 

## **People Behind**



### Local Relevance

### Architecture & Design

### Concept



#### The Originals







Le Pigalle





Vasily Grogol and Kristina Skripka Bursa







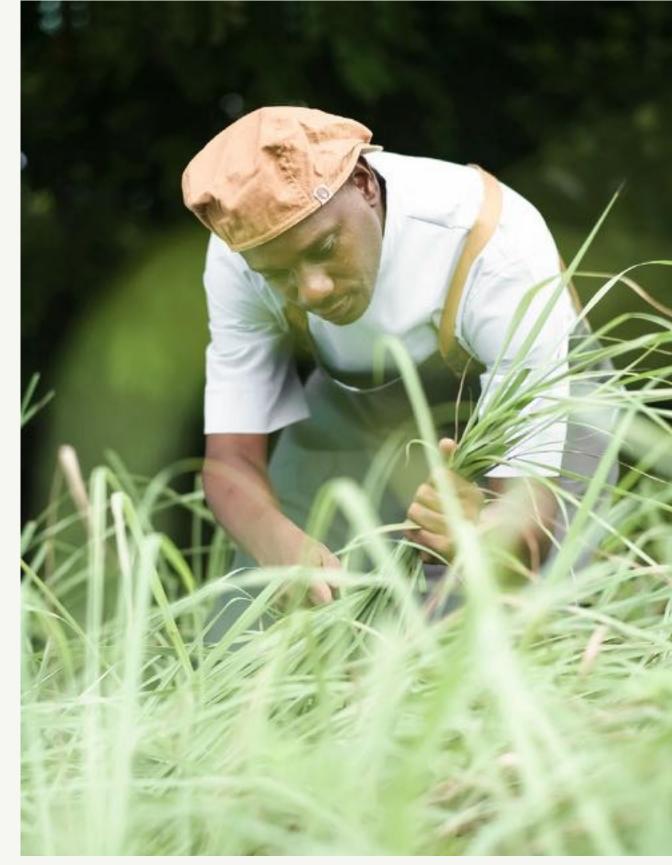


#### Sustainability









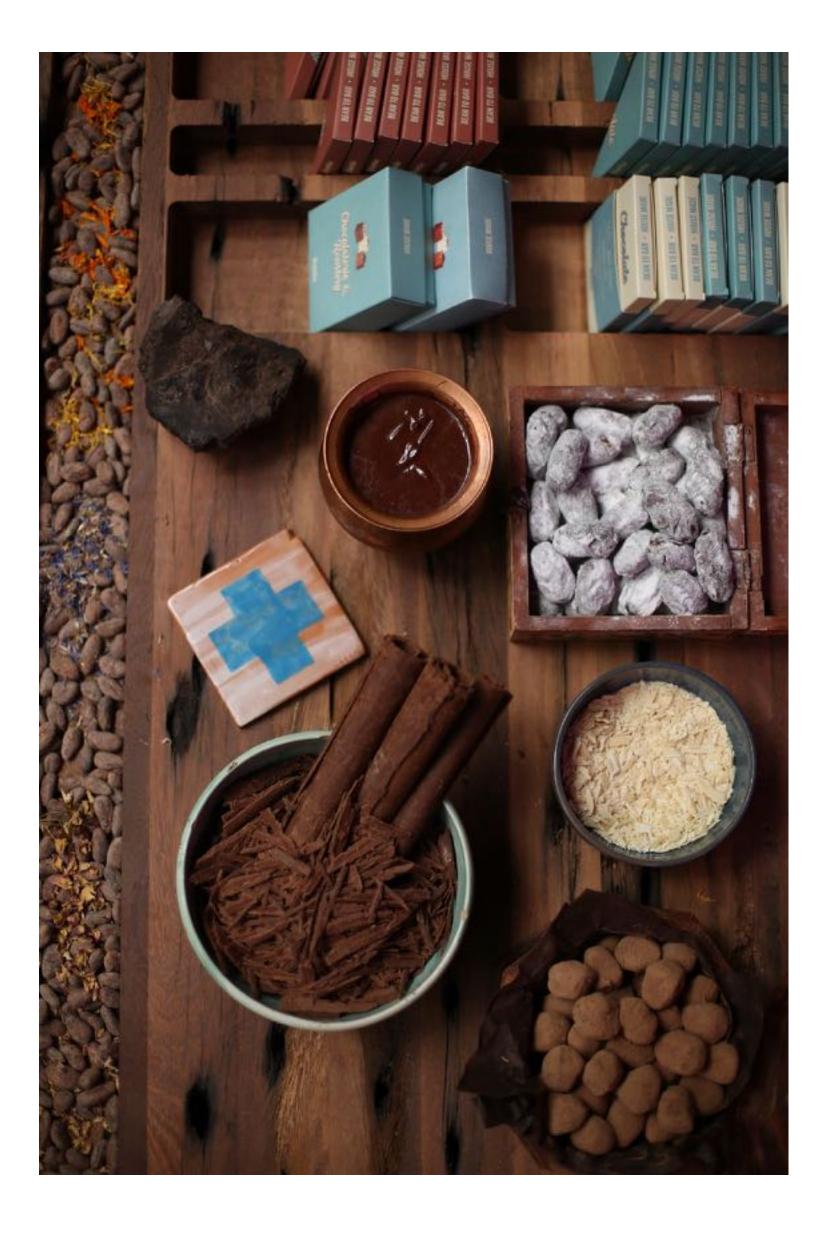




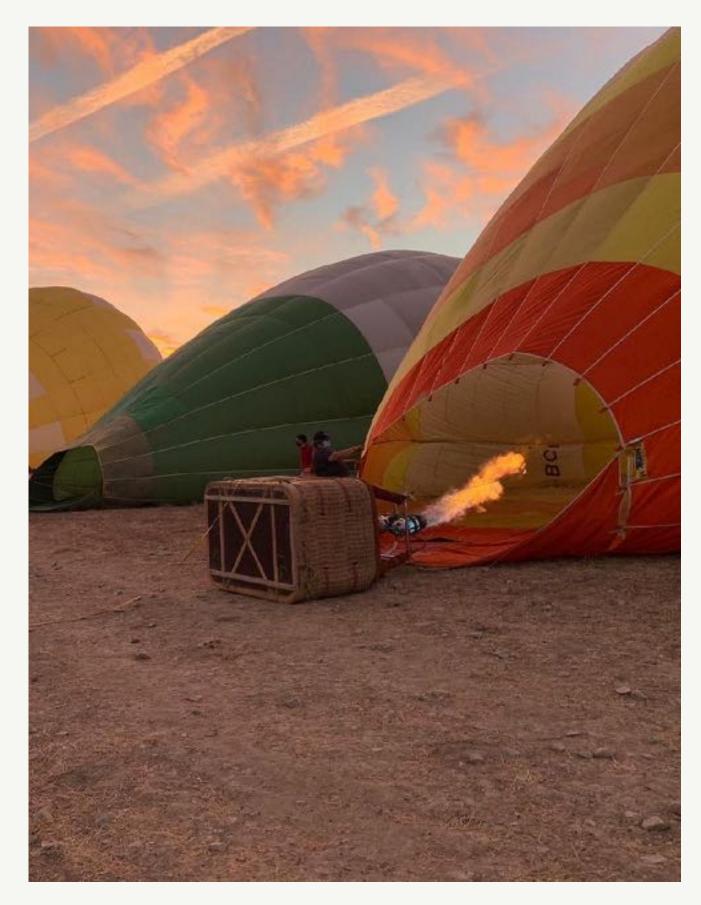




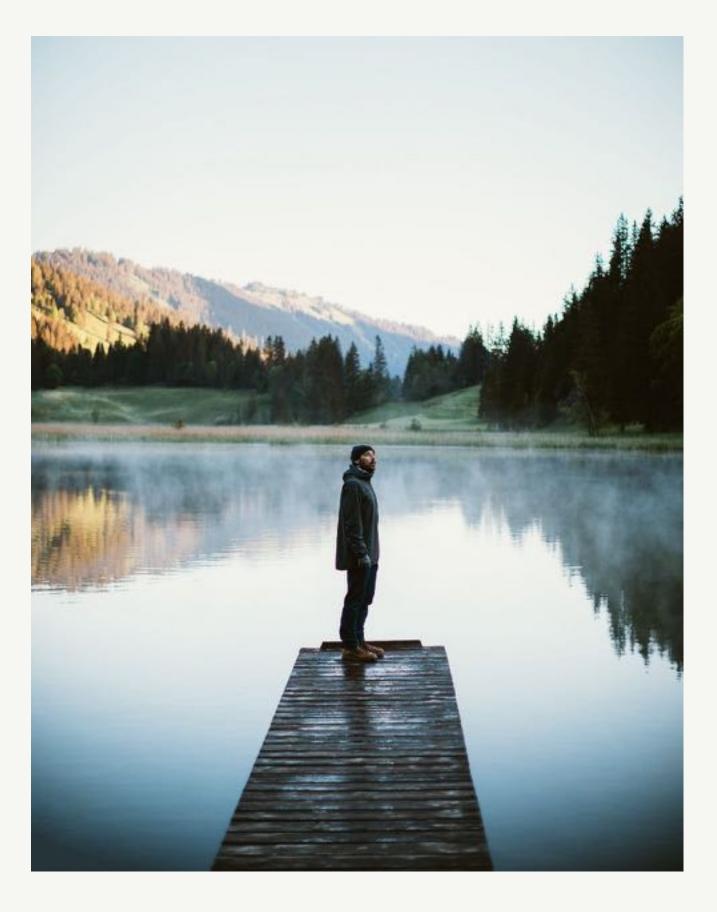
#### **Original Experiences**

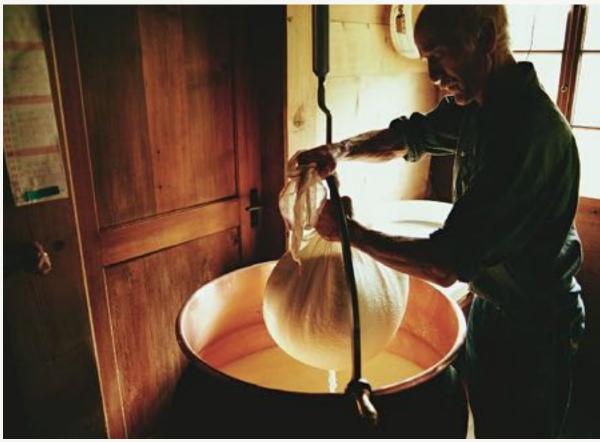






designhotels.com/about/









### **Promadic Traveler**

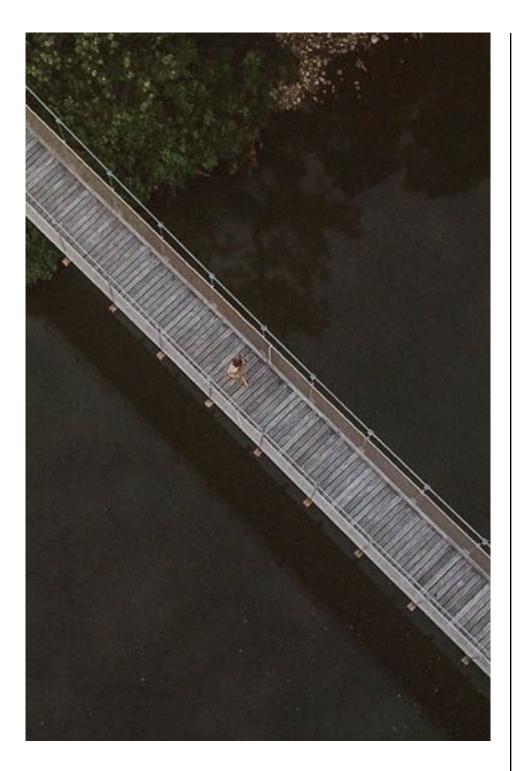


## Driven by local concerns about over tourism, **Promads will embrace conscious tourism, increasingly** seeking culture-driven community venues, as well as destinations that promote long-term, sustainable solutions to the rapid rise in tourism.

**About Design Hotels** 

designhotels.com/culture/design/what-the-promadic-traveler-wants/

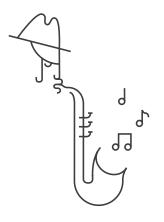


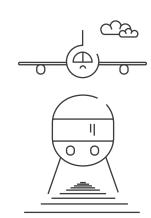




### Responsible Travel

### Cultural Exchange





# Experiences

# Transformative







### Conscious Destinations

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### Holistic Wellbeing





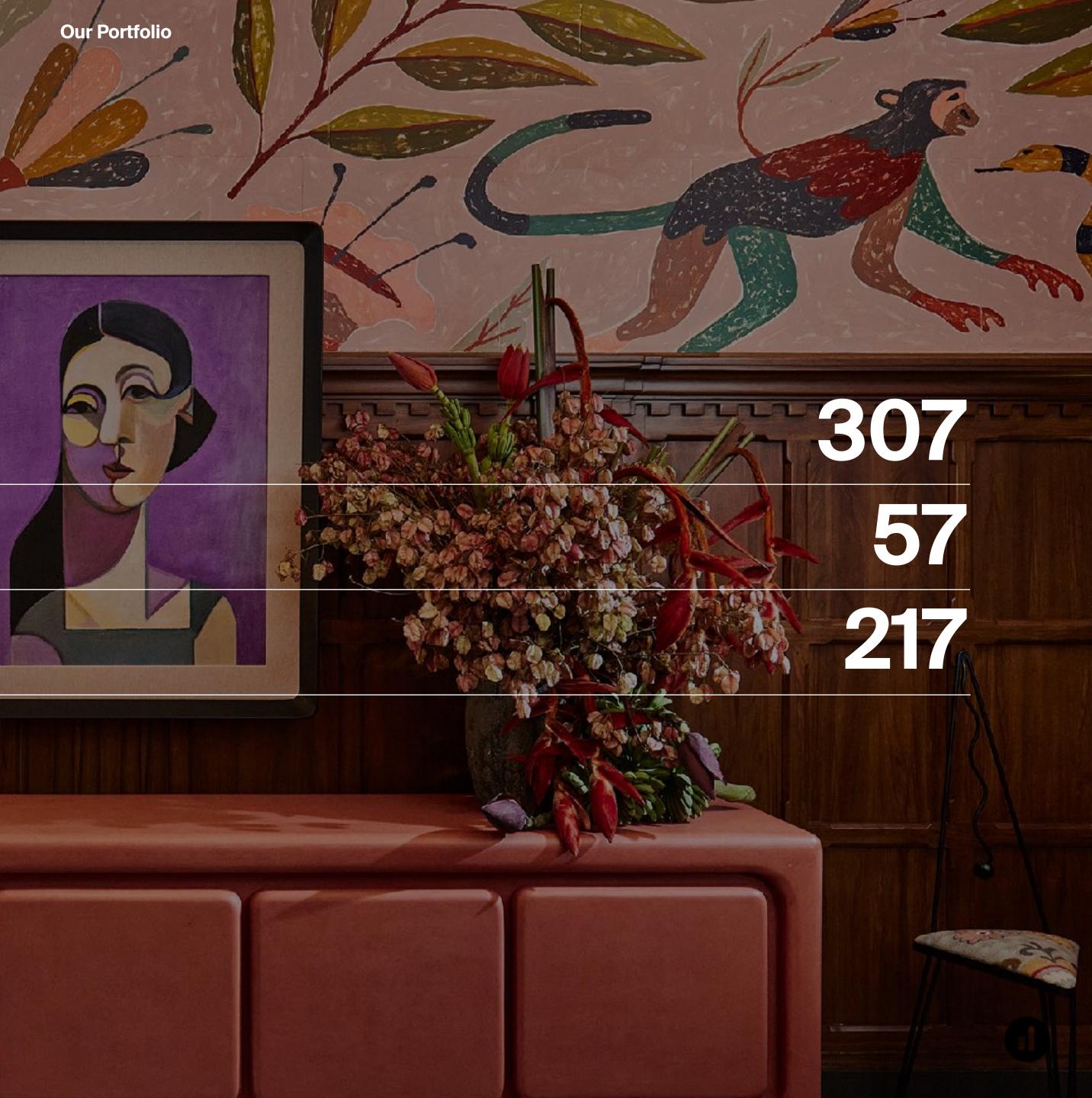
### **Our Portfolio**



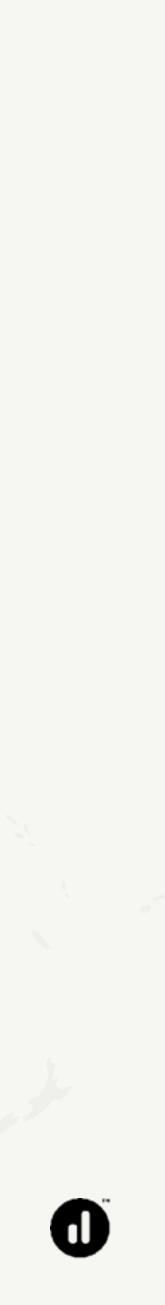
### Member hotels

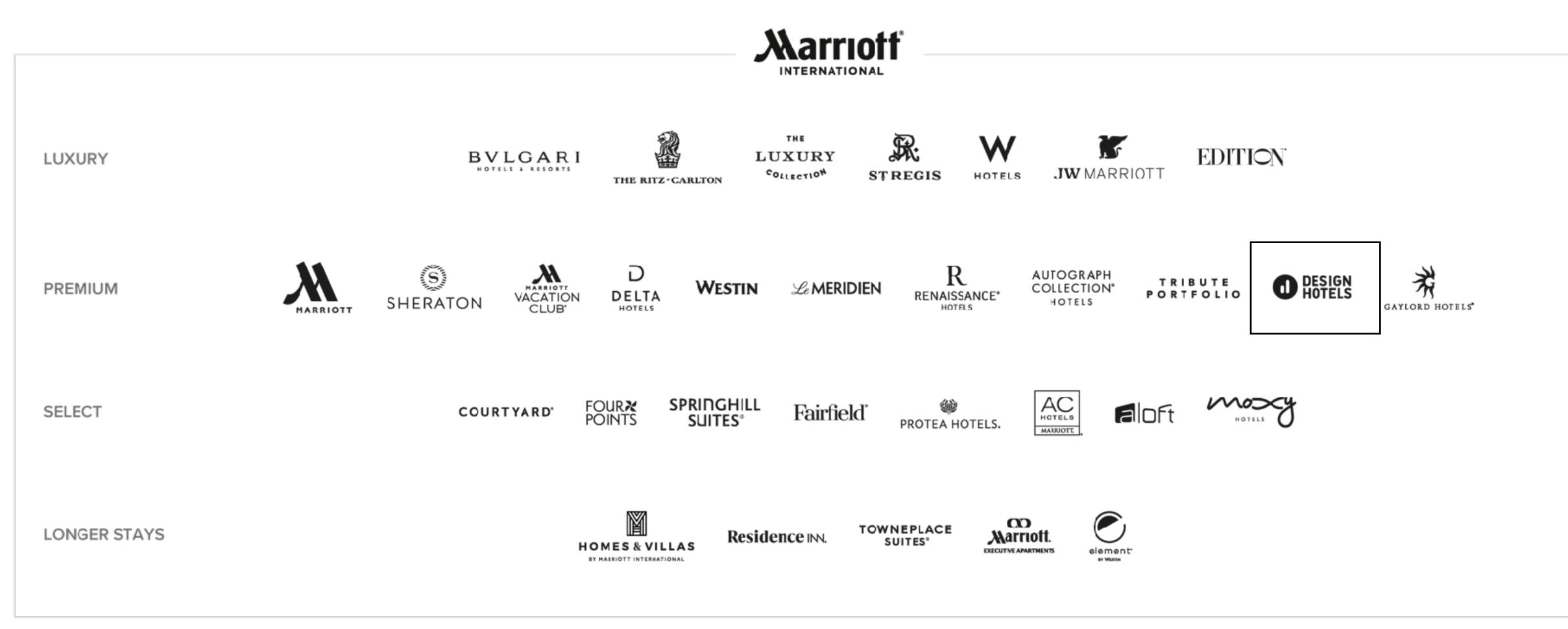
### Countries

### Destinations



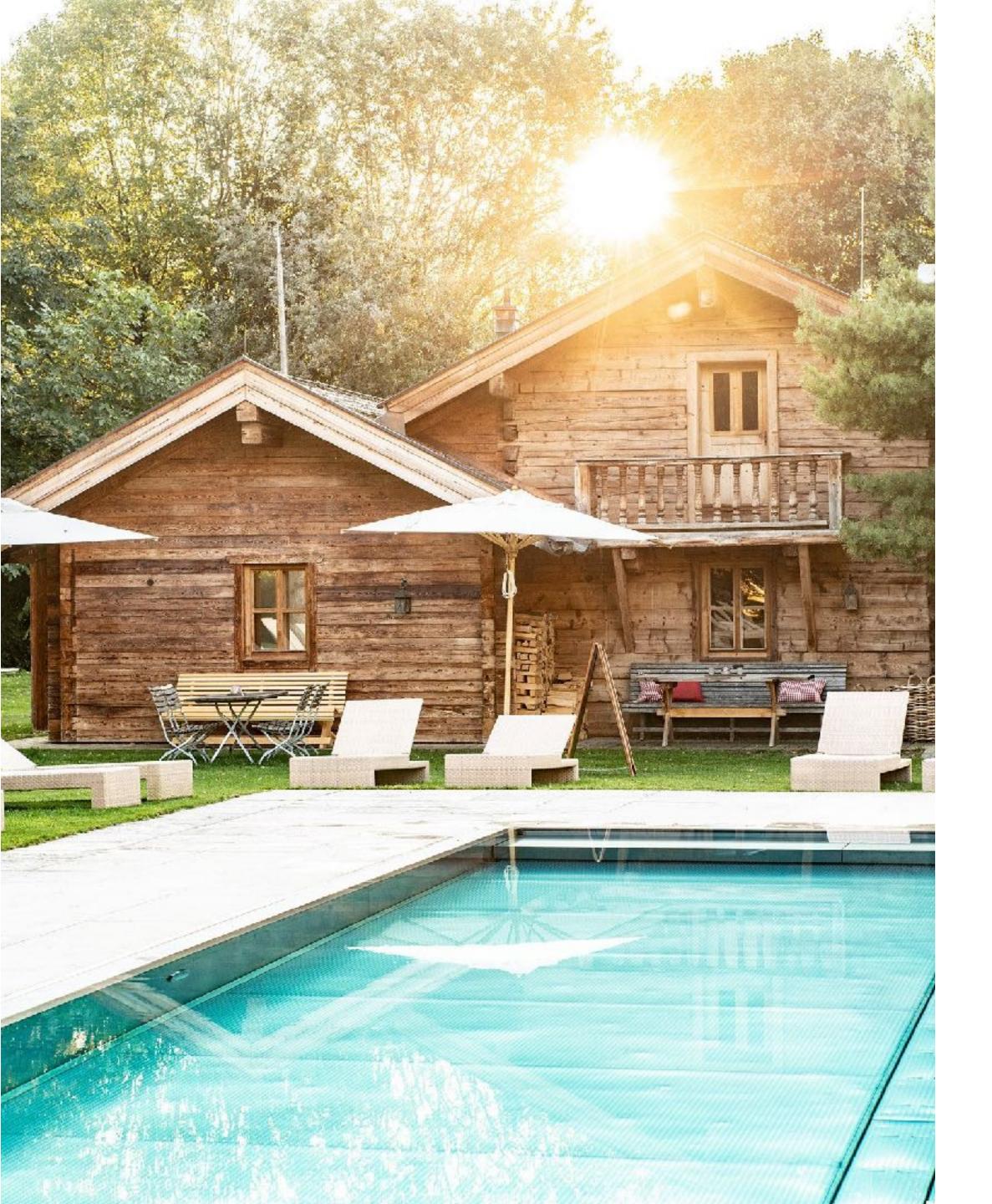
AMERS 19% Hotels: 59 Rooms: 3.660 EMEA 68% Hotels: 207 Rooms: 13.289 APAC 13% Hotels: 39 Rooms: 3.017











120+ Design Hotels member hotels participate in Marriott Bonvoy™ https://design-hotels.marriott.com/

Design Hotels member hotels can be booked in GDS with chain codes DS and DP.

#### Loyalty Benefits

- Points Bonus, welcome gift of points
- Complimentary WiFi
- In-room bottled water
- Redemption of Free Night Awards
- Enhanced Room Upgrades —
- 2pm late check out



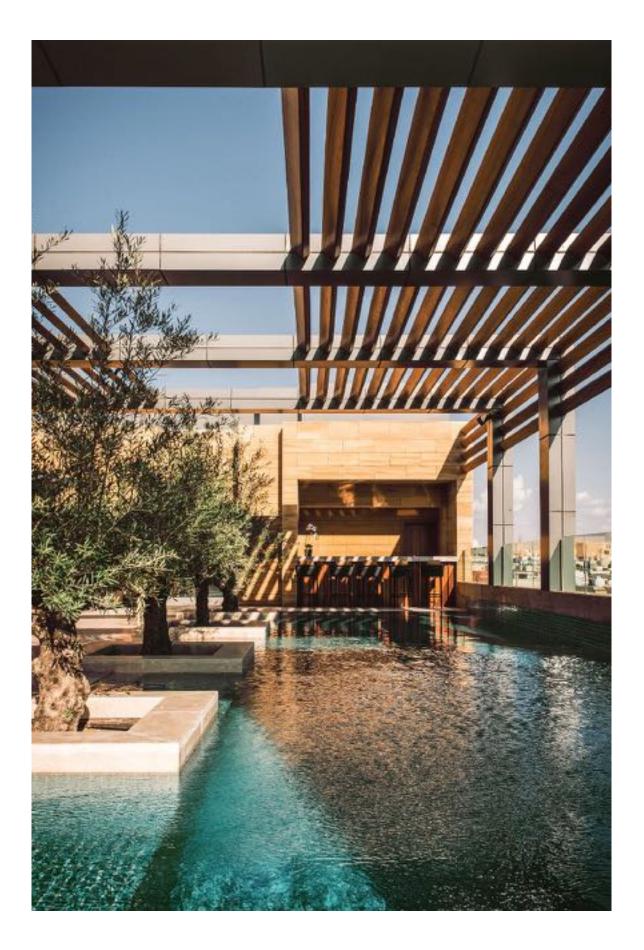


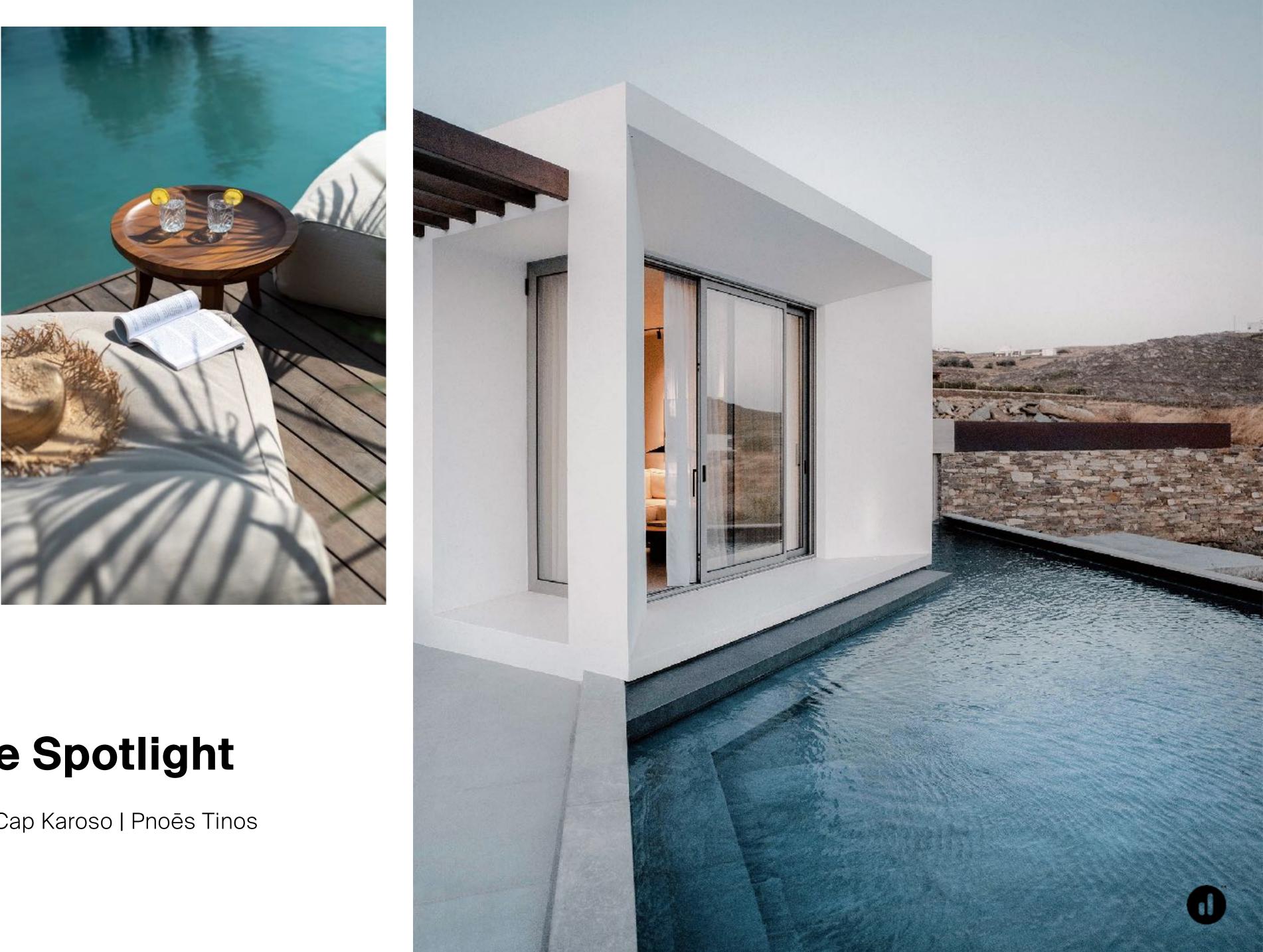


- 101 Hotel Reykjavik, Iceland
- **Austin Proper Hotel** Austin, TX, United States
- Avalon Hotel Beverly Hills Beverly Hills, CA, United States
- Blique by Nobis Stockholm, Sweden
- Dr. Wilkinson's Backyard Resort & Mineral Springs Calistoga, CA, United States
- Downtown L.A. Proper Hotel Los Angeles, CA, United States
- Gezi Hotel Bosphorus Istanbul, Turkey
- Hotel June Los Angeles, CA, United States
- Hotel Skeppsholmen Stockholm, Sweden
- Miss Clara by Nobis Stockholm, Sweden
- Nobis Hotel Stockholm Stockholm, Sweden
- San Francisco Proper Hotel San Francisco, CA, United States
- Santa Monica Proper Hotel Santa Monica, CA, United States
- **Straf -** Milan, Italy
- The Bank Hotel Istanbul Istanbul, Turkey
- The Dwell Hotel Chattanooga, TN, United States
- **The Tuxon Hotel** Tucson, AZ, United States



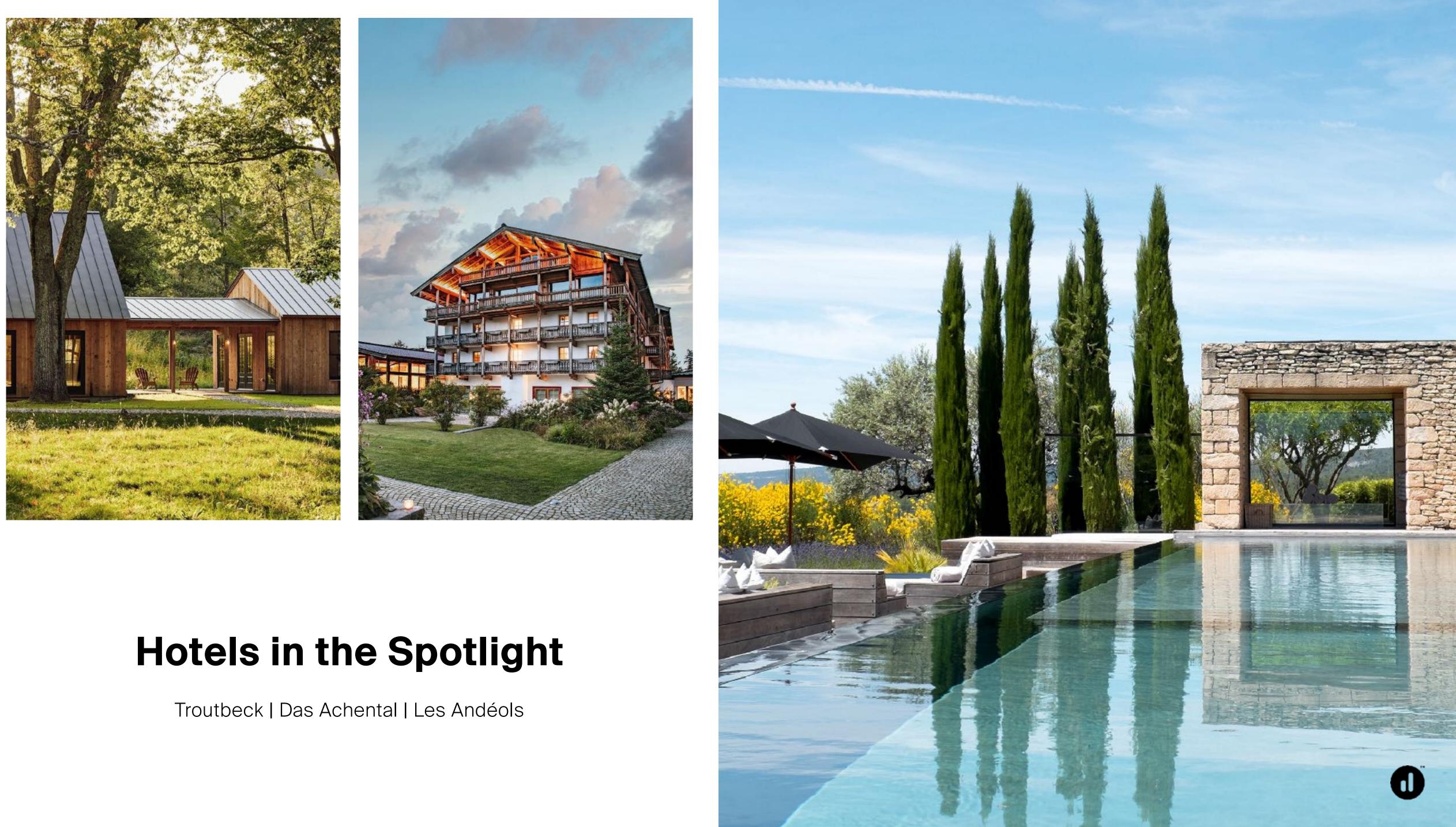






## Hotels in the Spotlight

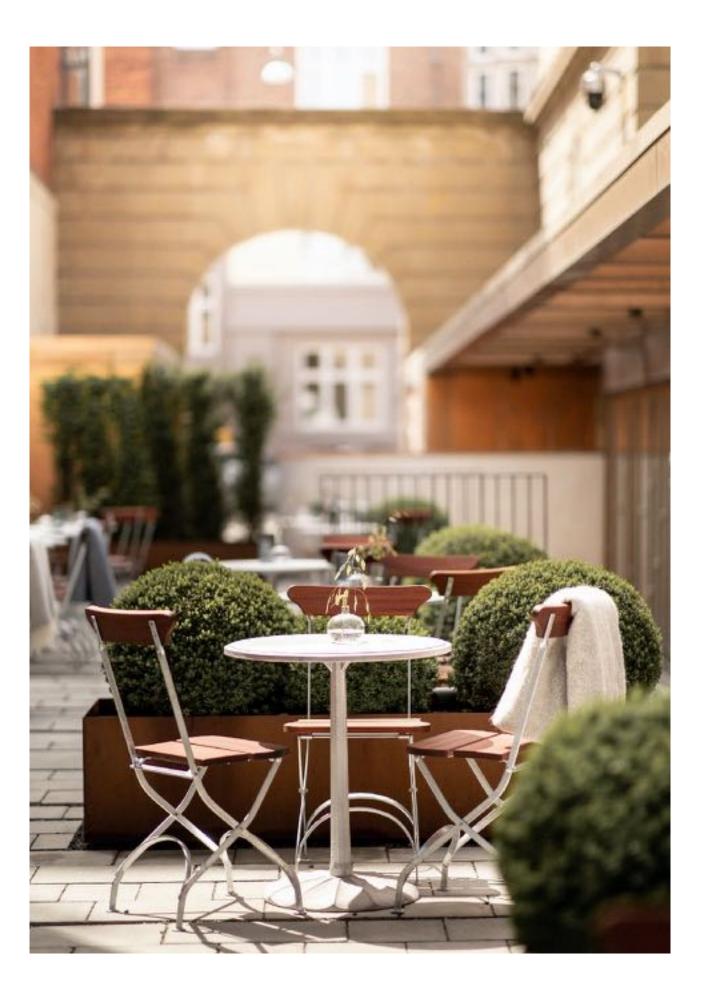
The House Hotel Jeddah | Cap Karoso | Pnoēs Tinos





#### **Firmdale Hotels**

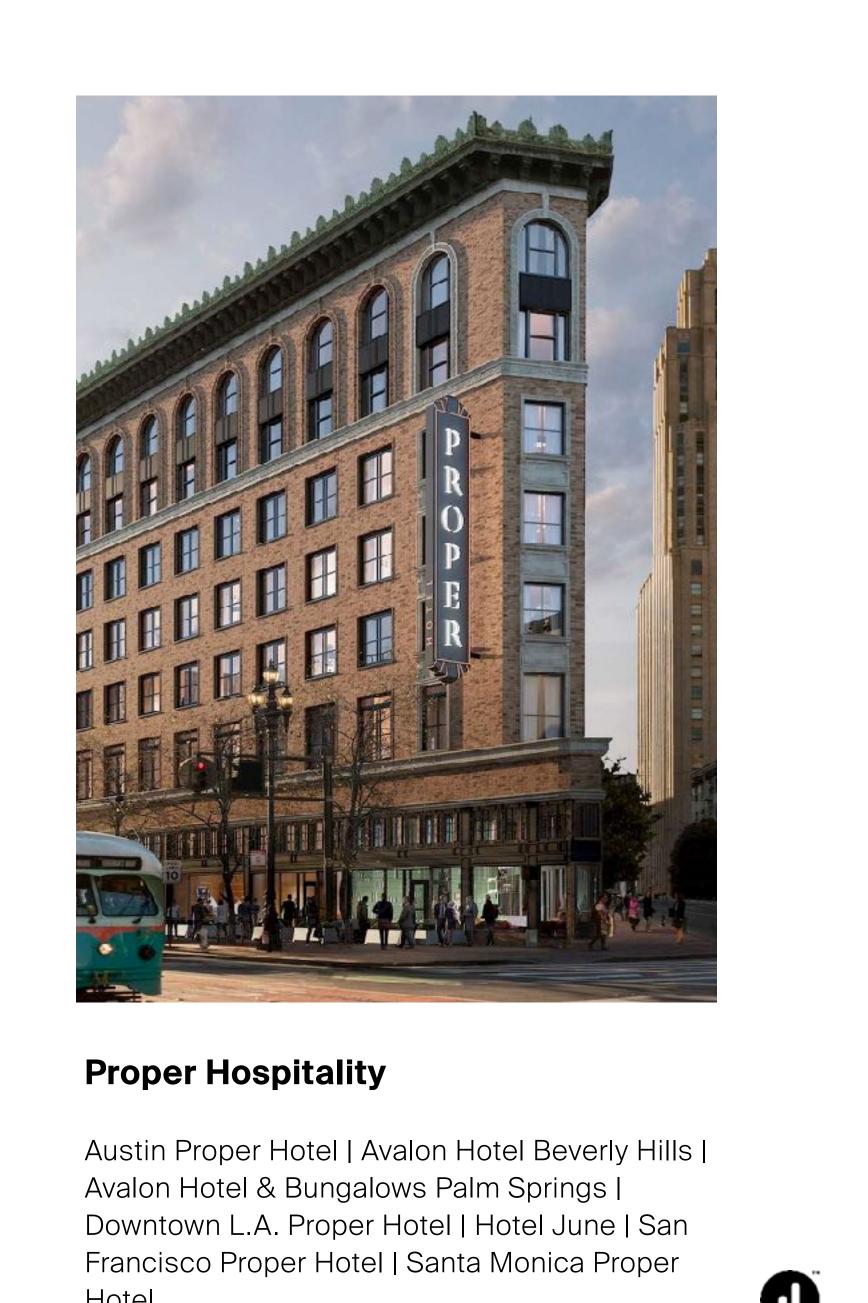
Charlotte Street Hotel | Covent Garden Hotel | Crosby Street Hotel | Dorset Square Hotel | Ham Yard Hotel | Haymarket Hotel | Knightsbridge Hotel | Number Sixteen | The Soho Hotel | The Whitby Hotel



#### **Nobis Hotels**

Blique by Nobis | Miss Clara by Nobis | Nobis Hotel Stockholm | Nobis Hotel Copenhagen | Hotel J | Hotel Skeppsholmen | Stallmästaregården | Concepció by Nobis

#### **Key Groups**



Hotel



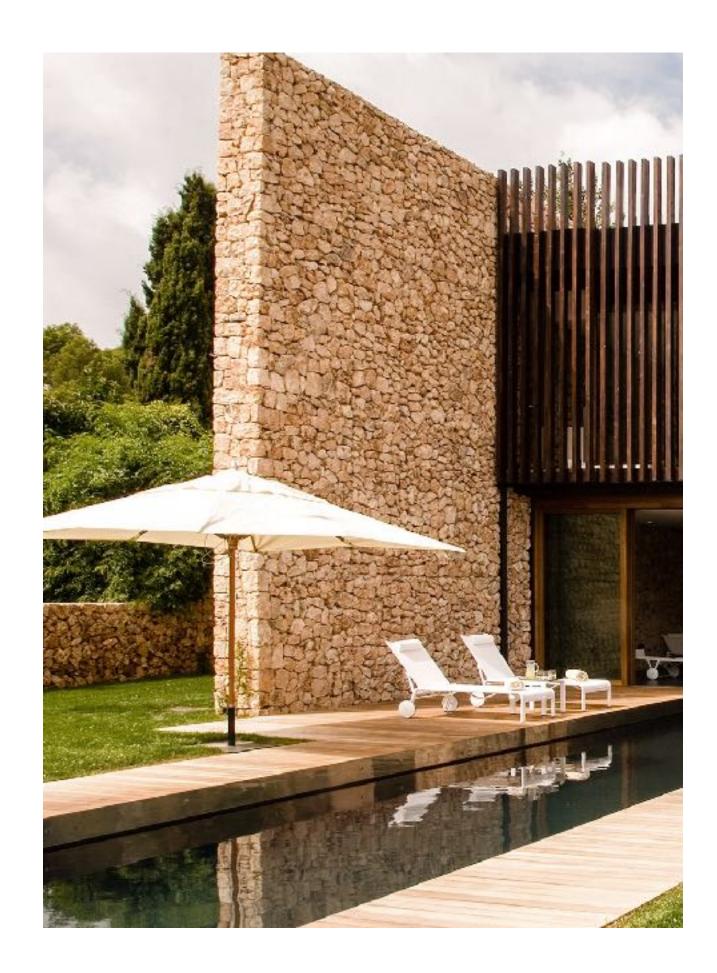
#### **Groupo Habita**

Azúcar | Baja Club | Casa Habita | Circulo Mexicano | CONDESA df | Downtown Mexico | Habita | Habita Monterrey | Hotel Escondido | Hotel Escondido Oaxaca | Maison Couturier



#### Sircle Collection

Sir Adam Hotel | Sir Albert Hotel | Sir Joan Hotel | Sir Nikolai Hotel | Sir Savigny Hotel | Sir Victor Hotel



#### **Hospes Hotels**

Hospes Amérigo | Hospes Las Casa del Rey de Baeza | Hospes Maricel & Spa | Hospes Palacio de los Patos | Hospes Palacio de San Esteban | Hospes Palacio del Bailío | Hospes Palau De La Mar | Hospes Puerta de Alcalá



### **Programs & Benefits**





**Brand Benefits** 

### **Marriott Bonvoy**

100+ Design Hotels member hotels participate in the Marriott loyalty program

### **Travel Industry Rates**

Familiarize yourself with our portfolio by staying at our member hotels with a discount of up to 50% off BAR

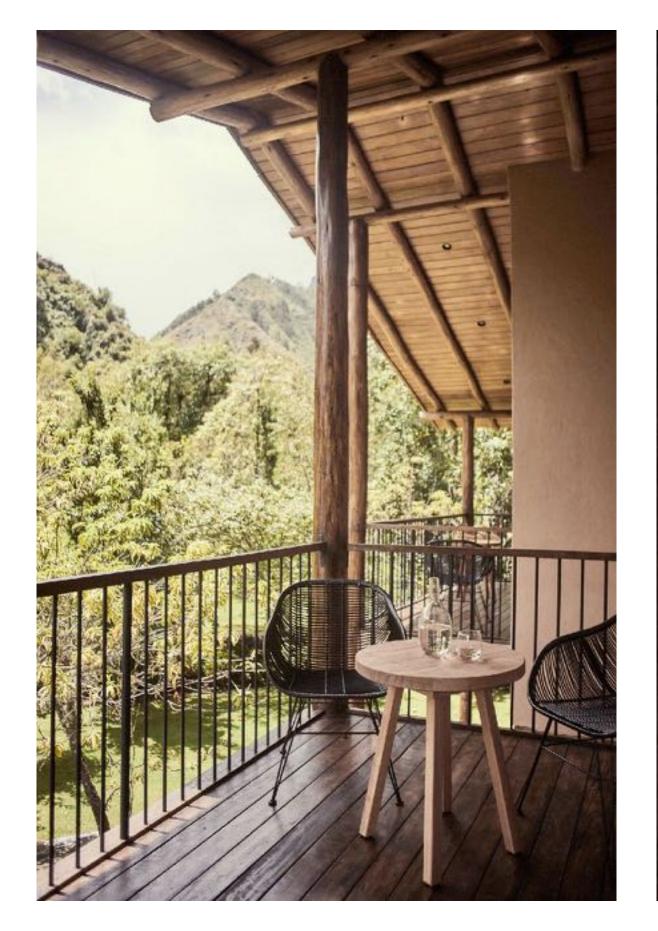
### 15% Commission Campaign

90+ Design Hotels member hotels offer increased commission during the summer and winter periods

### **Client Perks**

Your clients will receive various benefits such as breakfast, welcome drink, airport shuttle; vary per hotel







## **Design Hotels Programs**



## **Entertainment Rate**

The Design Hotels Entertainment Rate exists to increase market share from the entertainment industry and drive more business to our member hotels.

#### **Guest Benefits**

- Complimentary early check-in / late check-out
- Requested upgrades (tour manager and/or artist)
- Accept one credit card for entire group (no deposit required)
- Confidentiality and discretion guaranteed
- Flexible cancellation policies
- Quiet room allocation upon availability
- Late bar opening (on-request and upon availability)
- Complimentary Wi-Fi/high-speed Internet access



## 15% Commission Campaign

Over 90 member hotels offer 15% commission on bookings. Use your consortia rate code or rate code 15PCT for GDS bookings, or book through Design Hotels Pro.

#### **Arrival Periods**

- June 1, 2022 September 30, 2022
- December 1, 2022 March 31, 2023



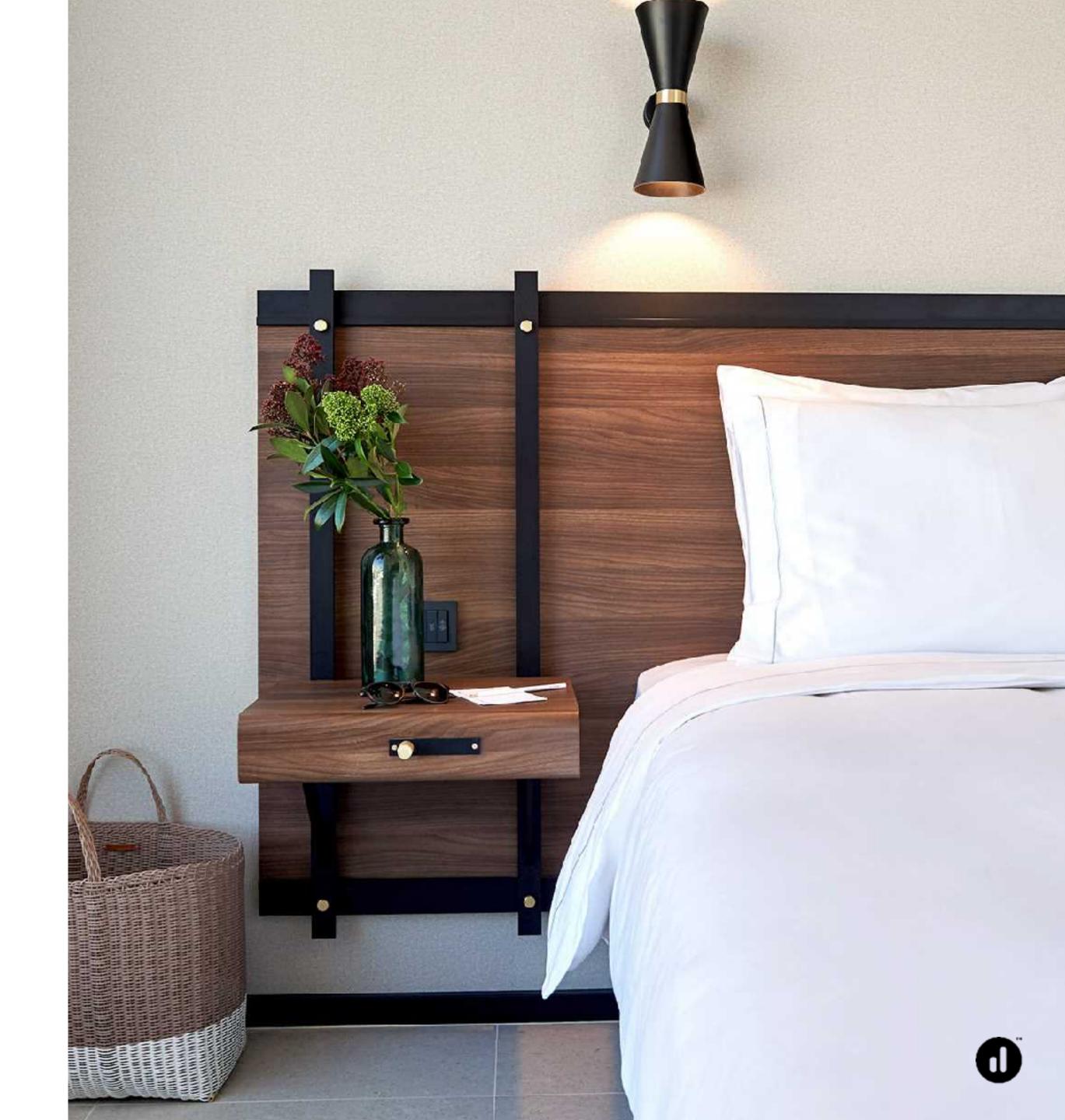
## **Beyond Business**

While we currently live in uncertain times, we know that business travel is resilient. Many hotels are targeting big corporate accounts and forget about individual business travellers with no access to corporate rates.

#### **Guest Benefits**

- Daily breakfast per person
- 2 free laundry or ironing pieces per day
- Complimentary in-room high-speed Internet access
- Priority for early check-in or late check-out (upon availability)
- Free cancellation until 2pm on the day of arrival
- \* Rates are commissionable:
- 10% if booked through a travel agent
- 0% commission if booked through end users

#### designhotels.com/deals/business-unusual

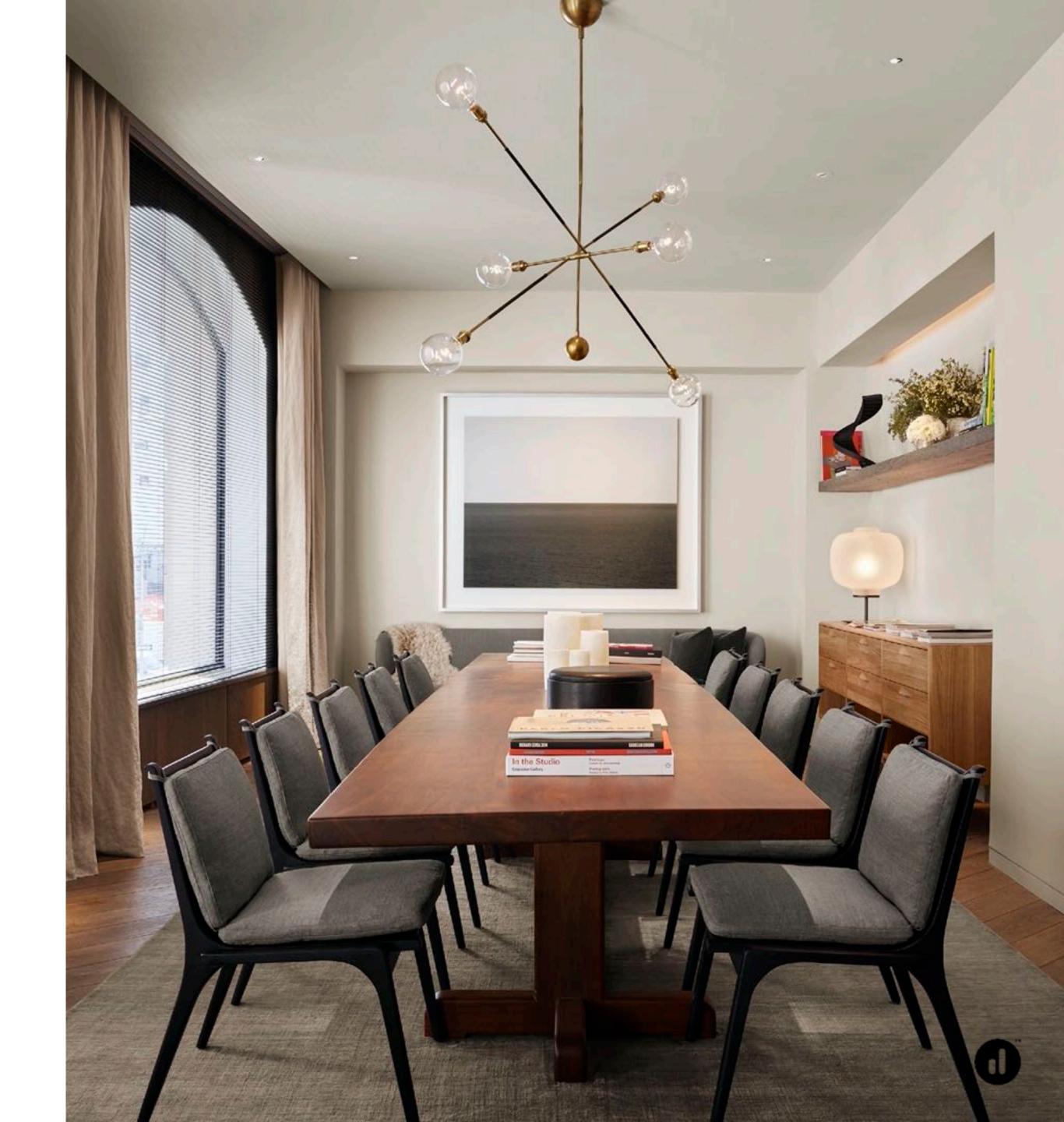


## **MICE Program**

The Design Hotels MICE Program exists to enhance group offers and increase conversion, by granting added values which will apply on all Design Hotels generated leads. This will increase market awareness in the MICE landscape, including event agencies, venue scouting agencies and corporations.

#### **Client Benefits**

- 24-hour response time for written proposals by the hotel (Mo Fri)
- For every 40 actualised rooms nights the client receives one complimentary night, to be deducted from the main invoice
- Discounted rates for site inspections if booking is confirmed, the hotel will credit the value back (max. 2 rooms for 1 night)
- 50% off room rate for the main organizer (max. 2 rooms for the duration of the stay)
- 2 confirmed room upgrades to the next higher room category inclusive of a VIP treatment
- Complimentary flip-chart & stationery



### **News & Initiatives**



Taste and Place: The Design Hotels Book is a broad and inclusive exploration of food, an integral part of purposeful travel.

In our most ambitious book yet, we have called upon leading writers, photographers, creative chefs, and culinary innovators to explore forward-thinking ideas and inspiring practices around food in our hotels, destinations, and larger community.



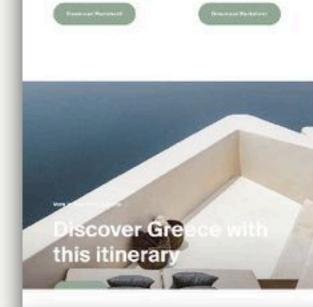


Visit our educational portal for travel professionals where we post about:

- New member hotels
- Increased commission information
- Quizzes and giveaways
- Educational resources
- Covid hotel updates & resources









Rates and more.



designhotels.com/travelpro

designhotels.com/travel-professionals/academy/

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#### **Design Hotels Pro**

#### Welcome to Design Hotels **Pro Academy**

Join Dusign Hotels Pro Academy, Design Hotels' community of like minded Travel Professionals, who are ager to explore our state-of-the-art boutique hotels and expand their knowledge of the portfolio. Explore our collisit of brand resources including special promotions. view our hotels in vivid images in the hotel presentations section or get to know new member hotels and their facilities. Make sure to check back every once in a while as we are continuously updating this page.

#### See our latest additions below







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Dr. Wilkinson's



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**Our Conscious Journey** We see our hotels as a global network of inspiring, forwardthinking spaces that make a positive impact on their surroundings, connect travelers to local communities, and enact gentler ways to move in the



Six Wellness Destination That Go Beyond the Spa A deep breath and a revaluenting occummum ca

#### Keep scrolling it gets more interesting

The Brand Resources include everything you might need, from high resolution logos to booking information, portfolio overview, special promotions such as the 15% Commission Campaign, Travel Industry

Contrast

Carlos benche

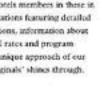
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Travel Pro

Discover Design Hotels members in these in. depth hotel presentations featuring detailed guestroom descriptions, information about commission, special rates and program participation. The unique approach of our truly inspiring "Originals' shines through.



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Explore the vast army of Design Hatels member hotels including the latest additions to our portfolio. Learn more about our inspiring hotels, exciting locations, leisure experiences and versatile MICE facilities, and more.



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retreat set in the hilly Lake Como landscape.

#### **Trending offers**









Hotel J

Nebls Hotel Stockholm

Blique by Nobis

Nobis Hotel Copenhas

Get inspired







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As a way to offer practical and immediate assistance, we at Design Hotels are actively encouraging our hotel community to partake in #HospitalityHelps. We are also supporting our hotels who are acting independently to assist refugees through initiatives that include providing free rooms, fundraising, working with local consulates, and more.



## **Booking Information**





### Web

Log in/sign up to Design Hotels Pro, the portal for travel professionals, where you can book for you and your clients.

### GDS

Use chain codes DS and DP to book our 300+ member hotels across the globe.

### Voice

Email res@designhotels.com or contact us using the global toll-free numbers. <u>designhotels.com/toll-free-numbers/</u>







## **DESIGN HOTELS**<sup>\*\*</sup>