

DESIGN HOTELS™

Brand Presentation





Table of Contents

Our Philosophy

Promadic Traveler

Our Portfolio

Programs & Benefits

News & Initiatives

Booking Information



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.



Core Values

People Behind



**Local
Relevance**



**Architecture
& Design**

Concept



**Sustainability
& Diversity**

**Brand &
Culture**



The Originals



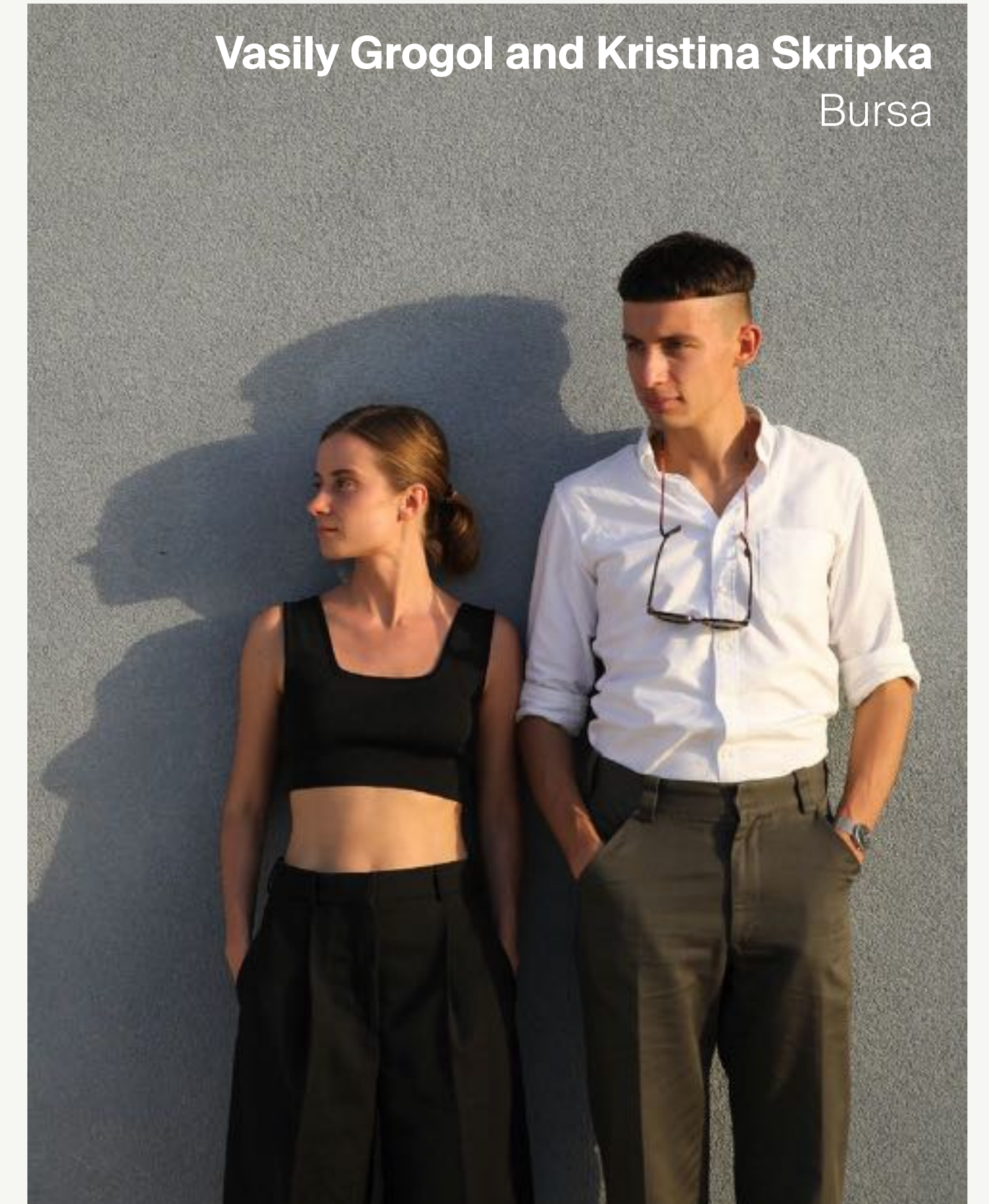
Akinori Kanao & Seiichiro Takeuchi
Node Kyoto



Sigurlaug Sverrisdóttir
ION Adventure Hotel



Valéry Grégo
Le Pigalle

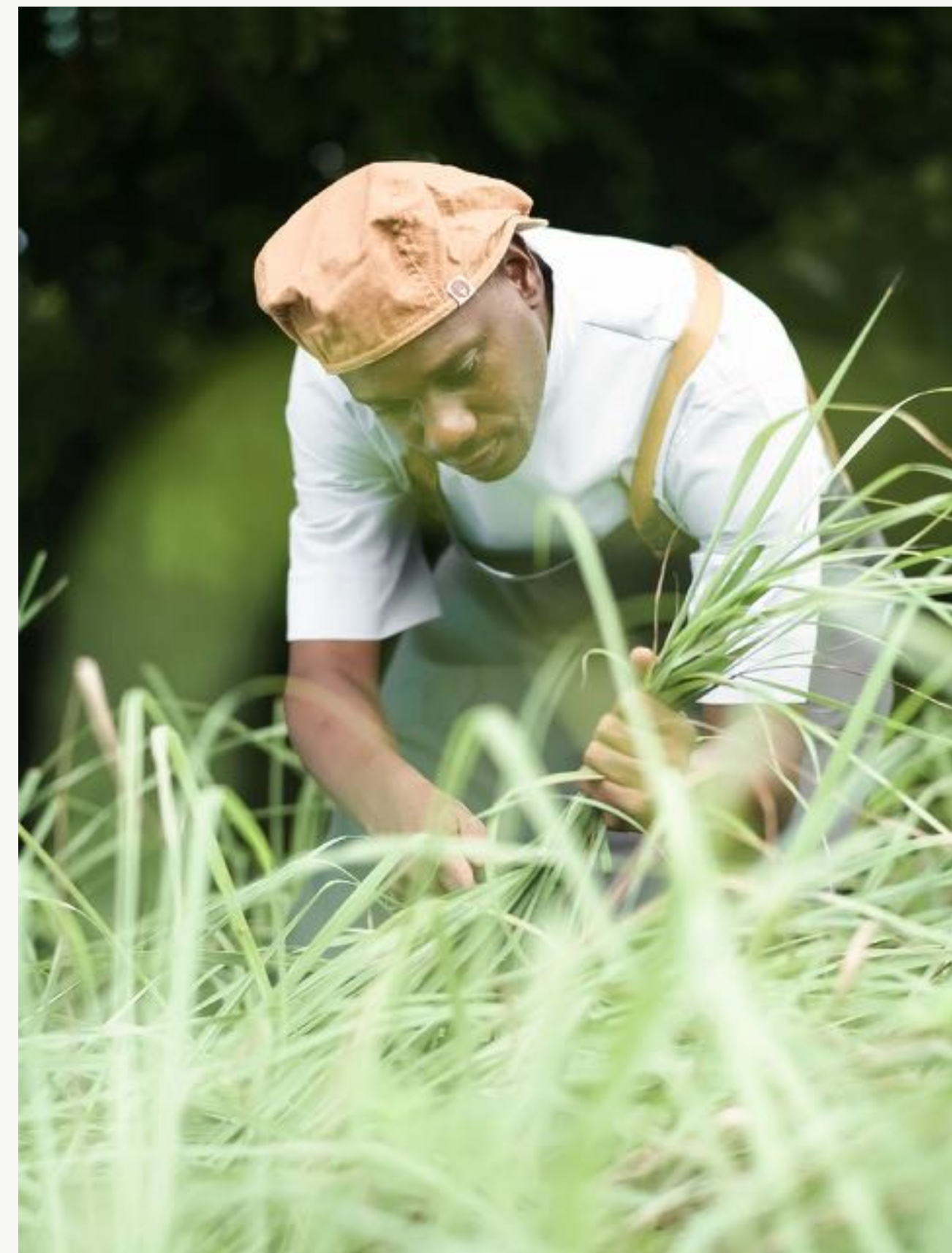


Vasily Grogol and Kristina Skripka
Bursa



Roy Kalfopoulou
Rocabella Mykonos Hotel

Sustainability



Original Experiences



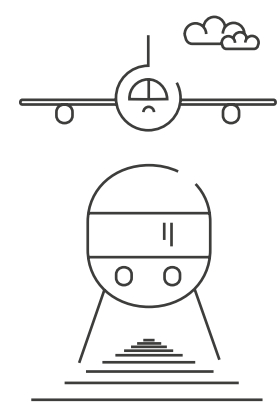
Promadic Traveler



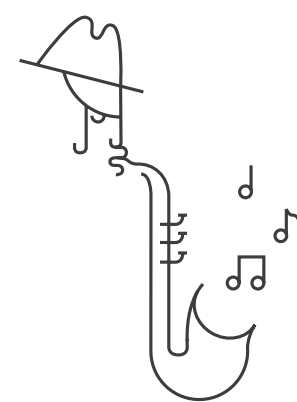
—— **Driven by local concerns about over tourism, Promads will embrace conscious tourism, increasingly seeking culture-driven community venues, as well as destinations that promote long-term, sustainable solutions to the rapid rise in tourism.**



**Responsible
Travel**



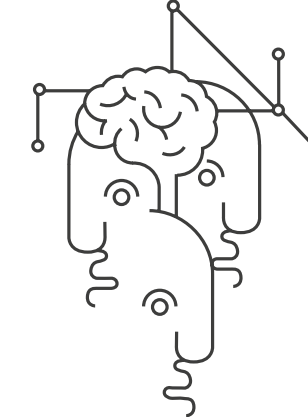
**Cultural
Exchange**



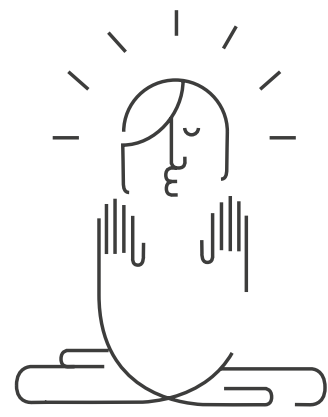
**Transformative
Experiences**



**Conscious
Destinations**



**Holistic
Wellbeing**



Our Portfolio



Member hotels

307

Countries

57

Destinations

217

Portfolio

AMERS

19%

Hotels: 59

Rooms: 3.660

EMEA

68%

Hotels: 207

Rooms: 13.289

APAC

13%

Hotels: 39

Rooms: 3.017



Brand Positioning



LUXURY



PREMIUM



SELECT



LONGER STAYS





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





Hotels on Chain Code DP

- 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



Hotels in the Spotlight

Troutbeck | Das Achental | Les Andéols



Key Groups



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



Proper Hospitality

Austin Proper Hotel | Avalon Hotel Beverly Hills | Avalon Hotel & Bungalows Palm Springs | Downtown L.A. Proper Hotel | Hotel June | San Francisco Proper Hotel | Santa Monica Proper Hotel



Key Groups



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

For booking inquiries or questions contact a.blaho@designhotels.com



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

designhotels.com/pro/15-commission/



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

designhotels.com/pro/mice/



News & Initiatives



Design Hotels Book

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.



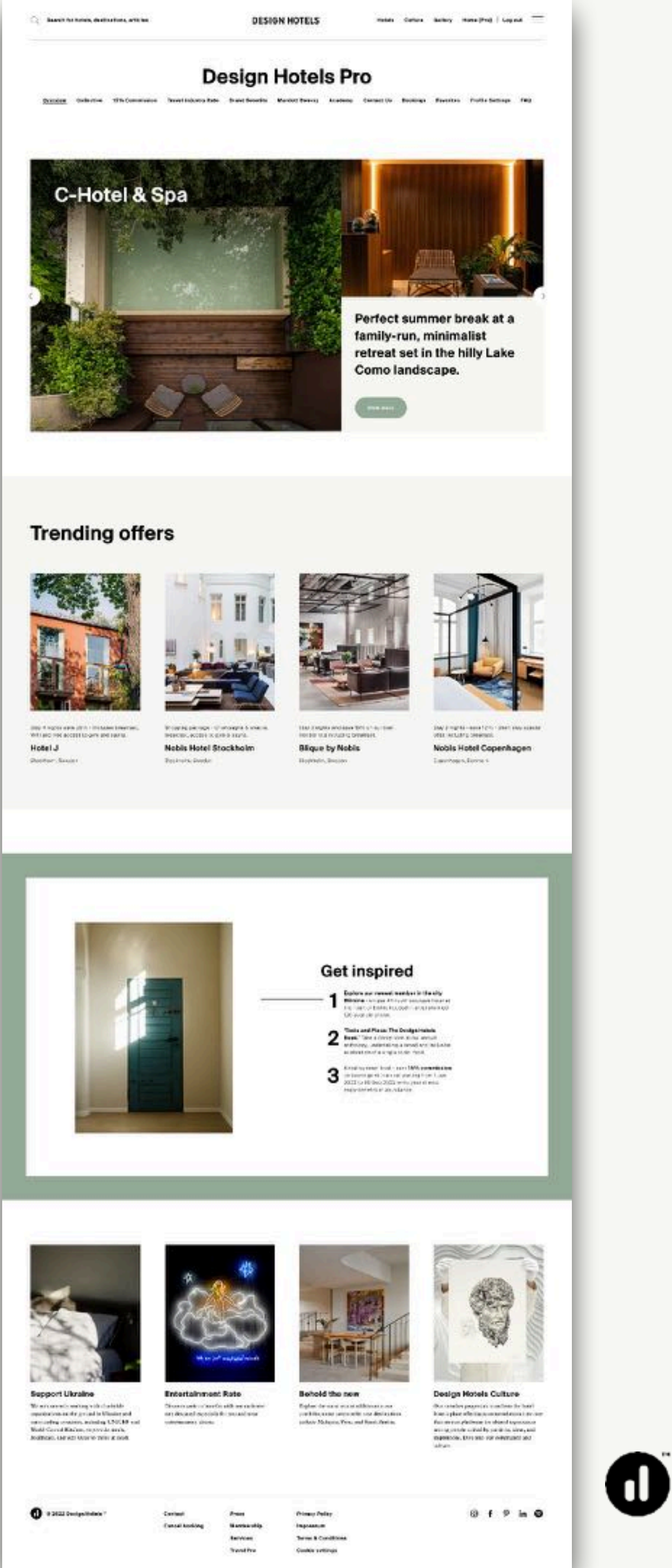
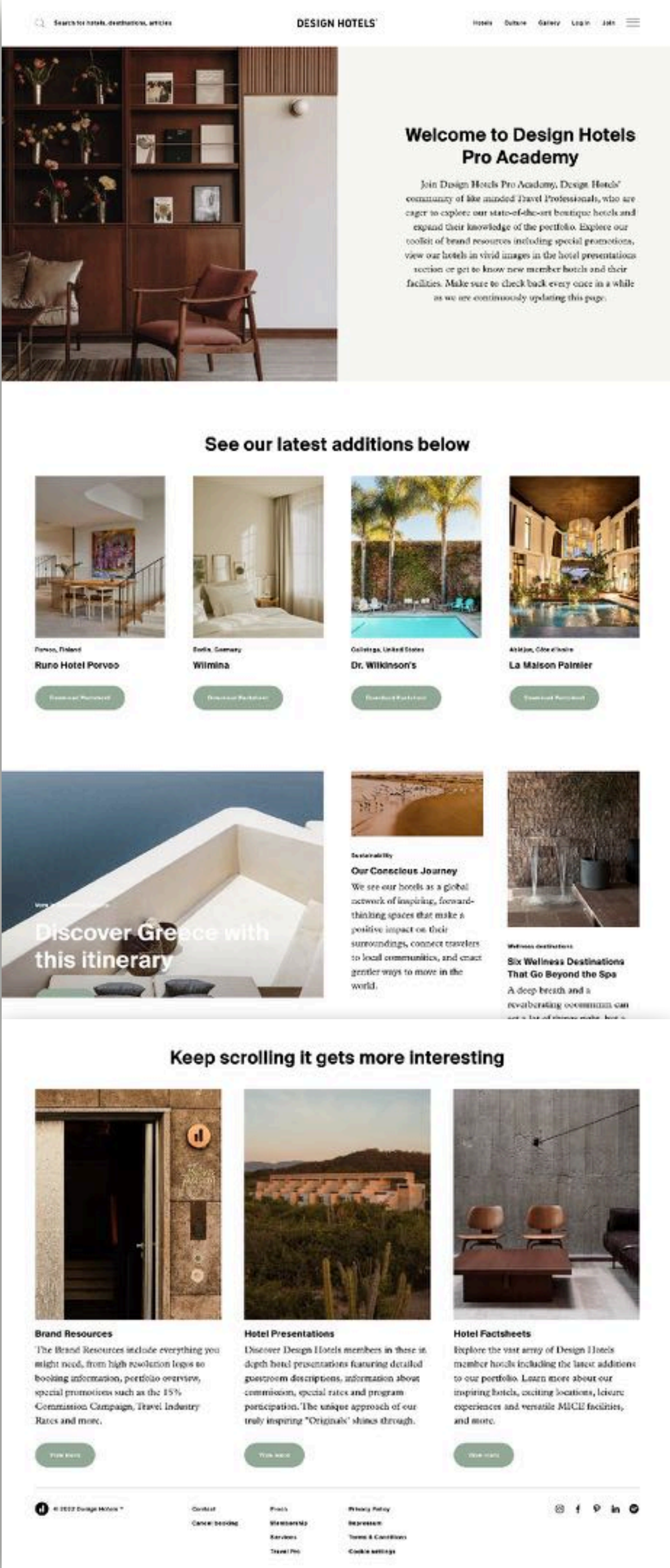
Design Hotels Pro & Academy

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

designhotels.com/travelpro

designhotels.com/travel-professionals/academy/



_____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





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. designhotels.com/toll-free-numbers/



