

DESIGN HOTELS™

Design Hotels Brand Presentation

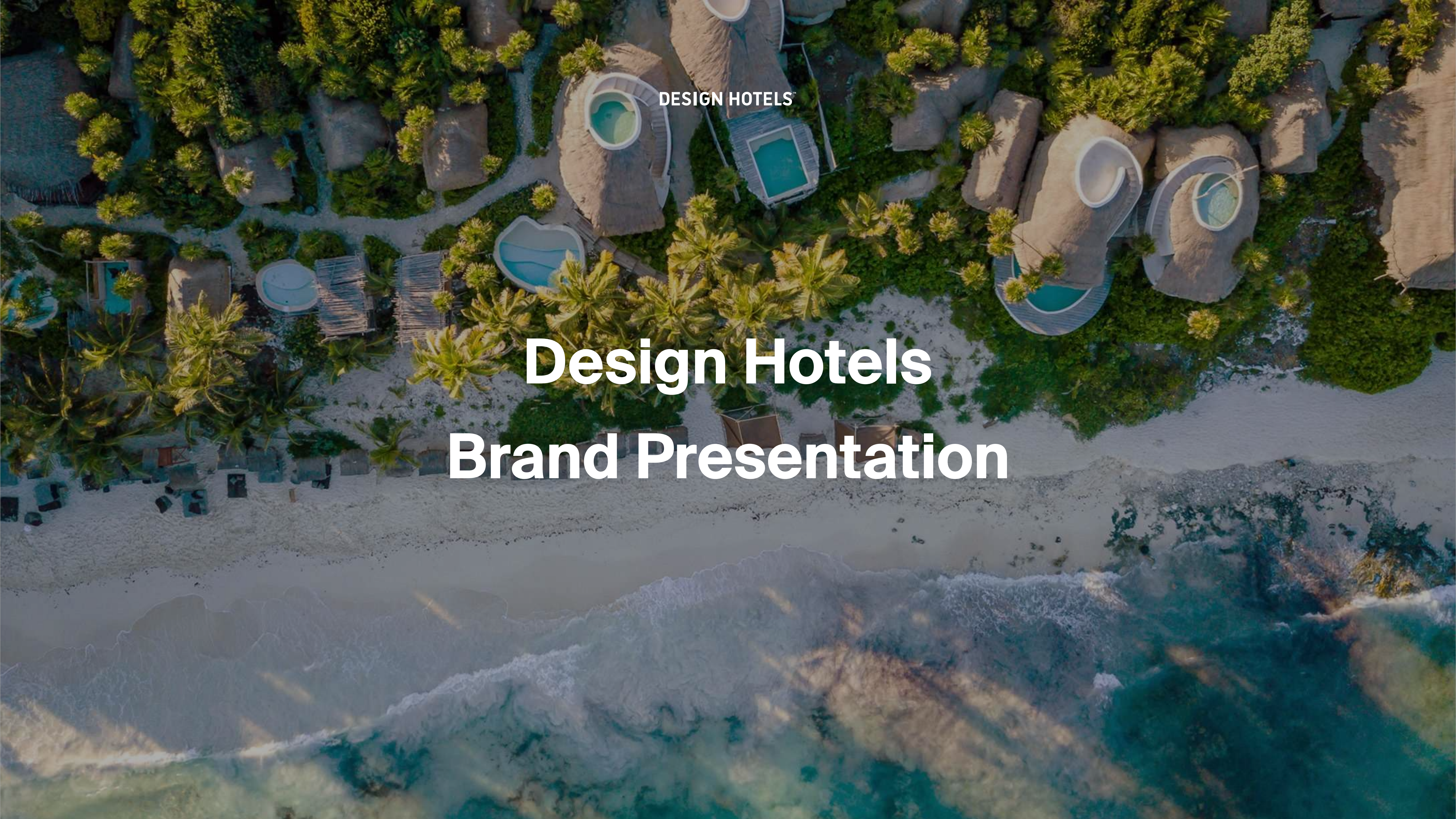




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Design Hotels Philosophy

designhotels.com/about/

—— Since 1993, Design Hotels has been curating a portfolio which 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.

—— Our vision is to create an unrivalled global community for design, architecture & culture, and to become the definitive source for original hospitality experiences.

People Behind



**Local
Relevance**



**Architecture
& Design**

Concept



**Sustainability
& Diversity**

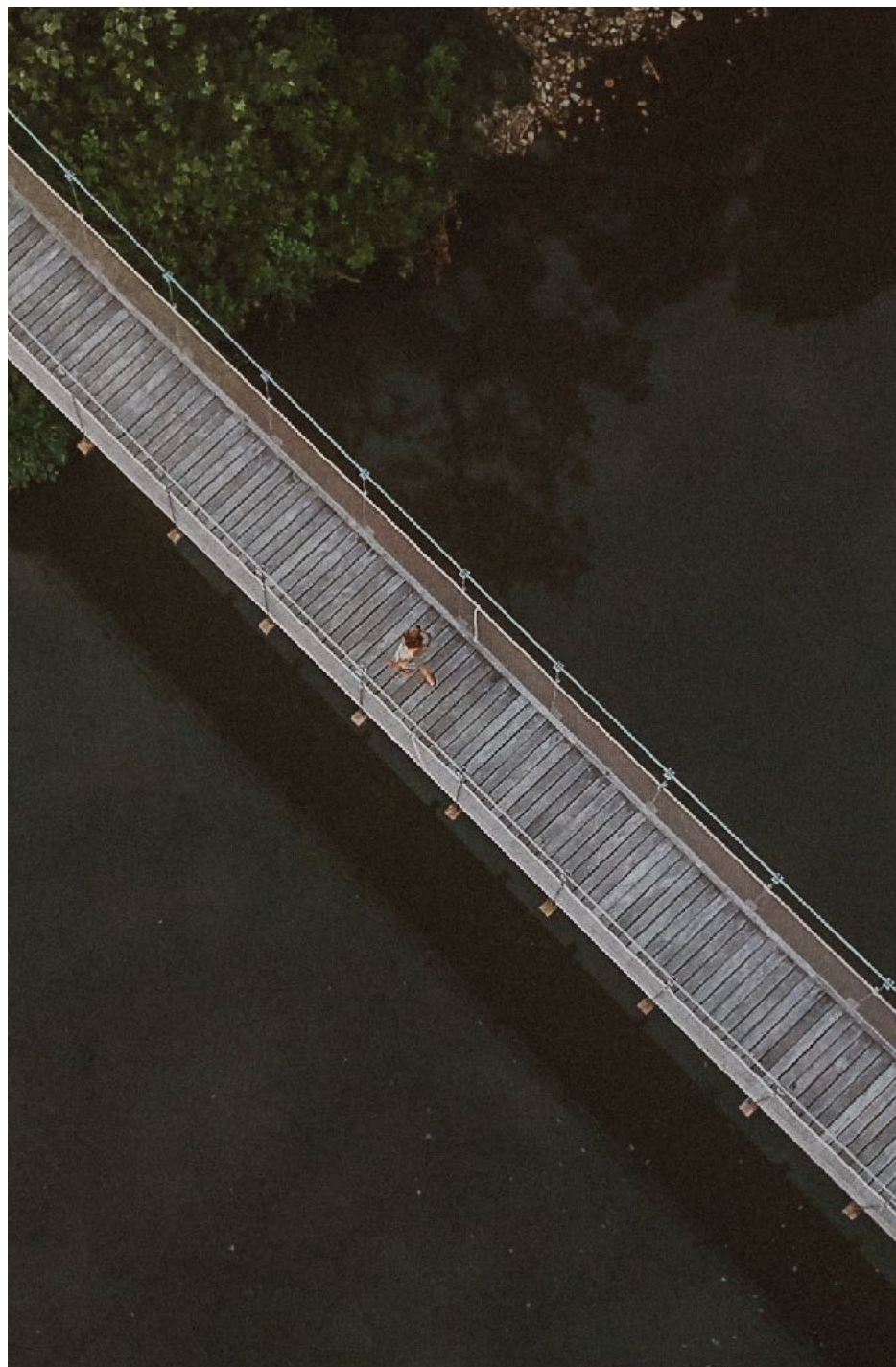
**Brand &
Culture**



The Promadic Traveler

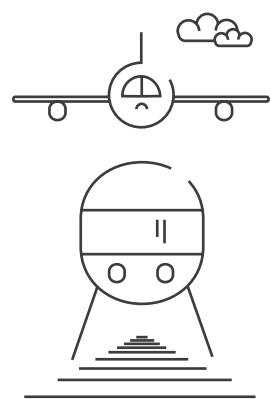
Driven by local concerns about overtourism, Promads will embrace conscious tourism, increasingly seeking culture-driven community venues, as well as destinations that promote long-term, sustainable solutions to the rapid rise in tourism

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

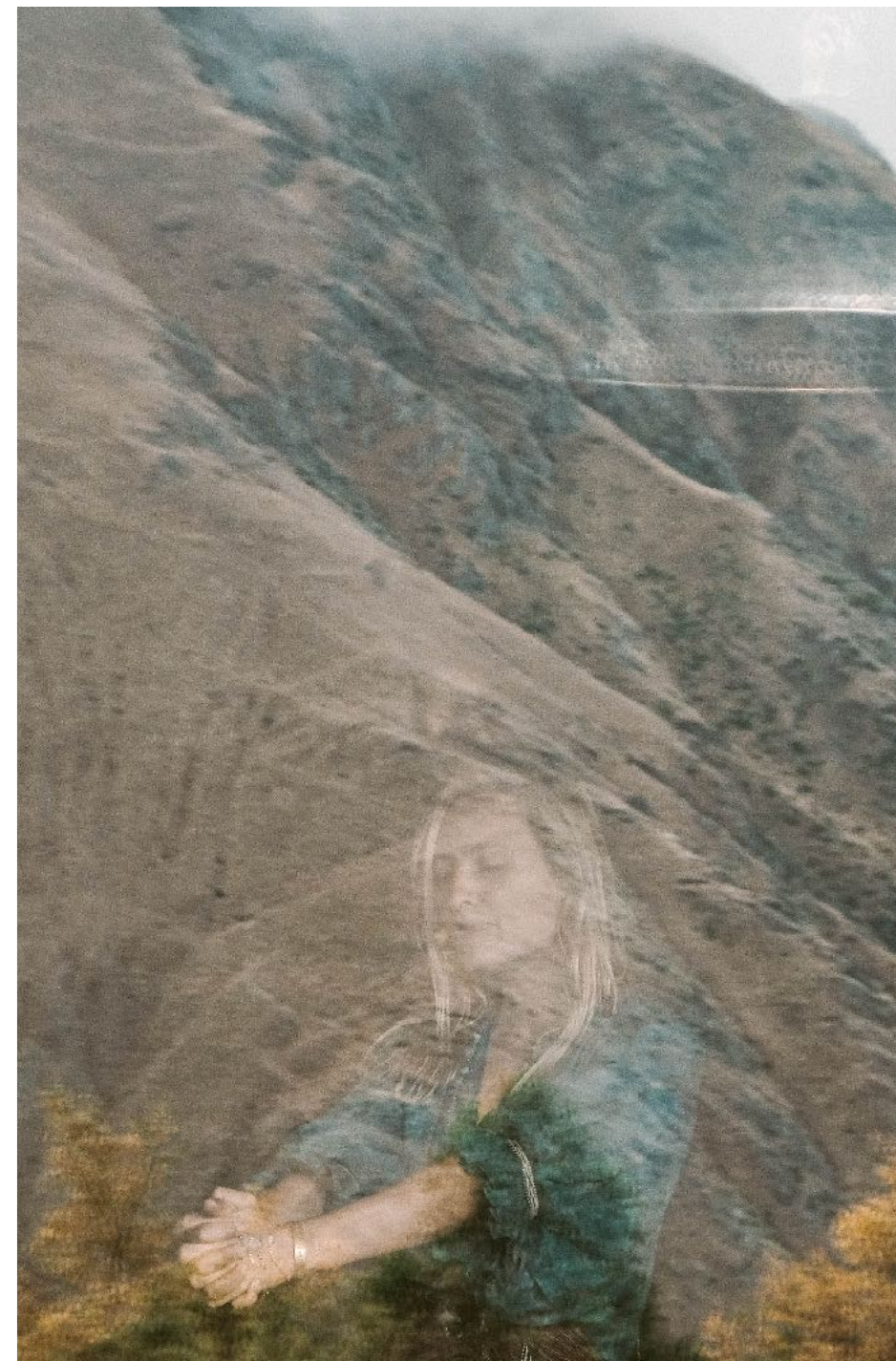
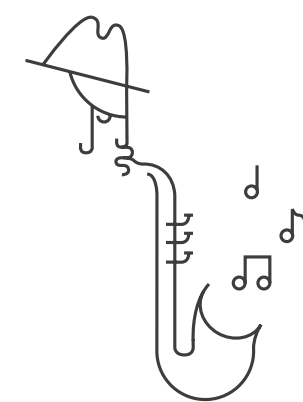


Responsible Travel

(Positive Impact)



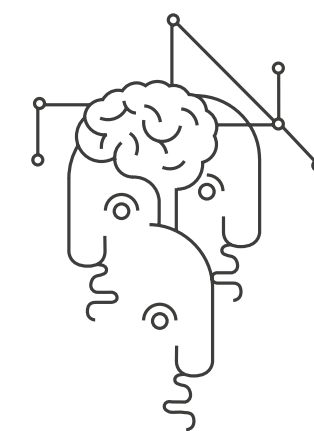
Cultural Exchange



Transformative Experiences



Conscious Destinations



Holistic Wellbeing



Design Hotels Portfolio

designhotels.com/hotels/

Brand positioning



LUXURY



PREMIUM



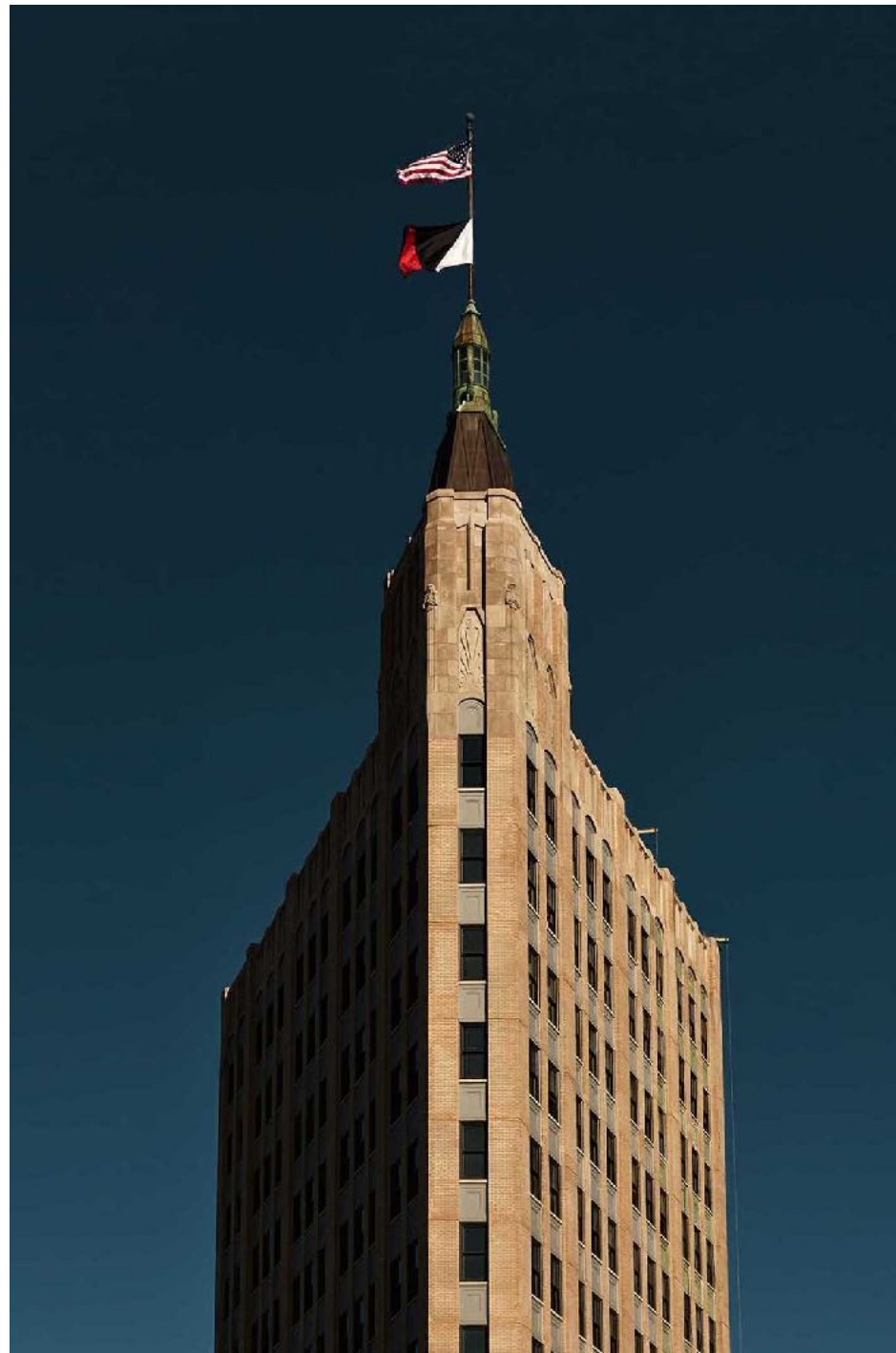
SELECT



LONGER STAYS



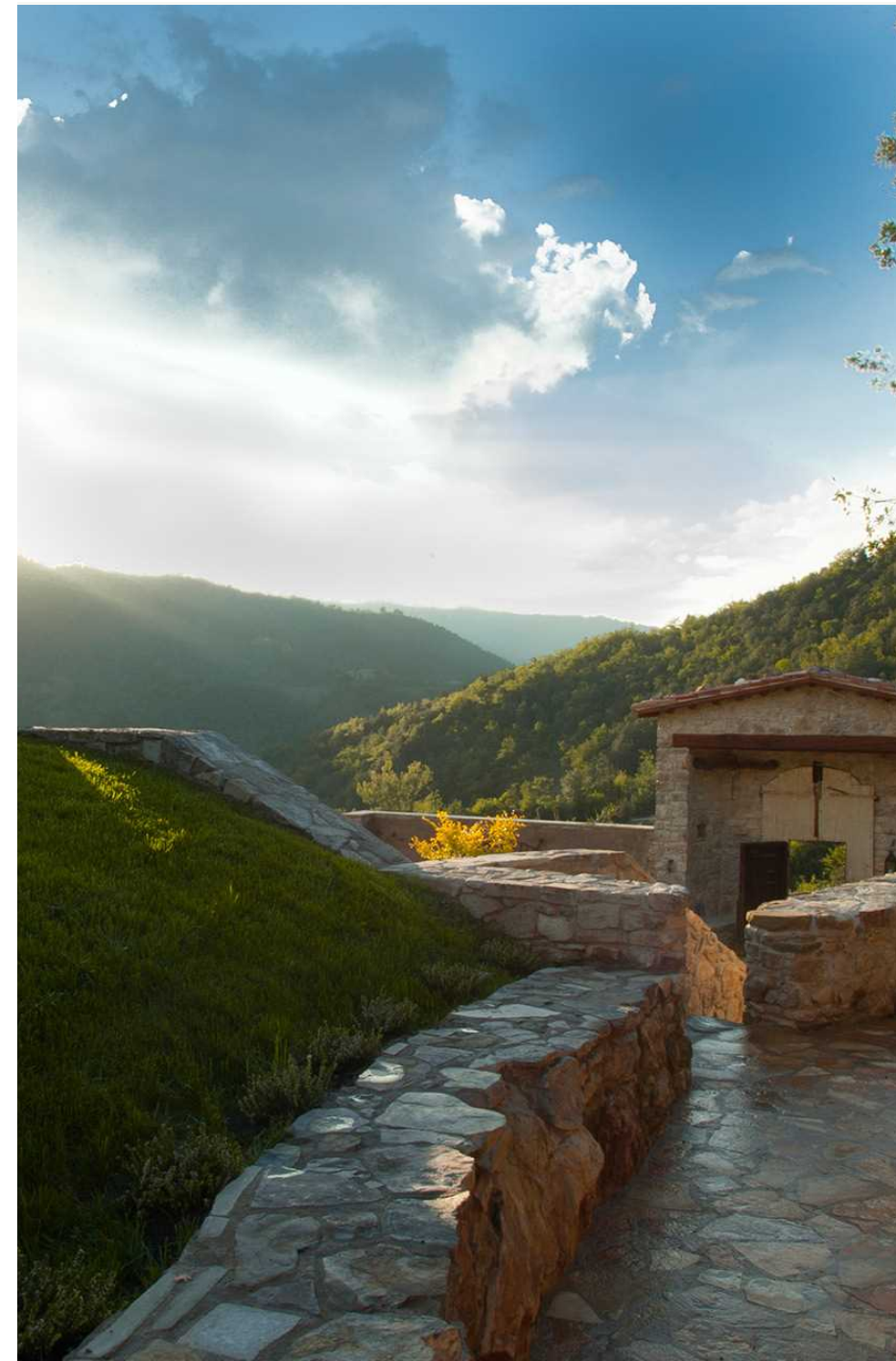
Destination Types



City



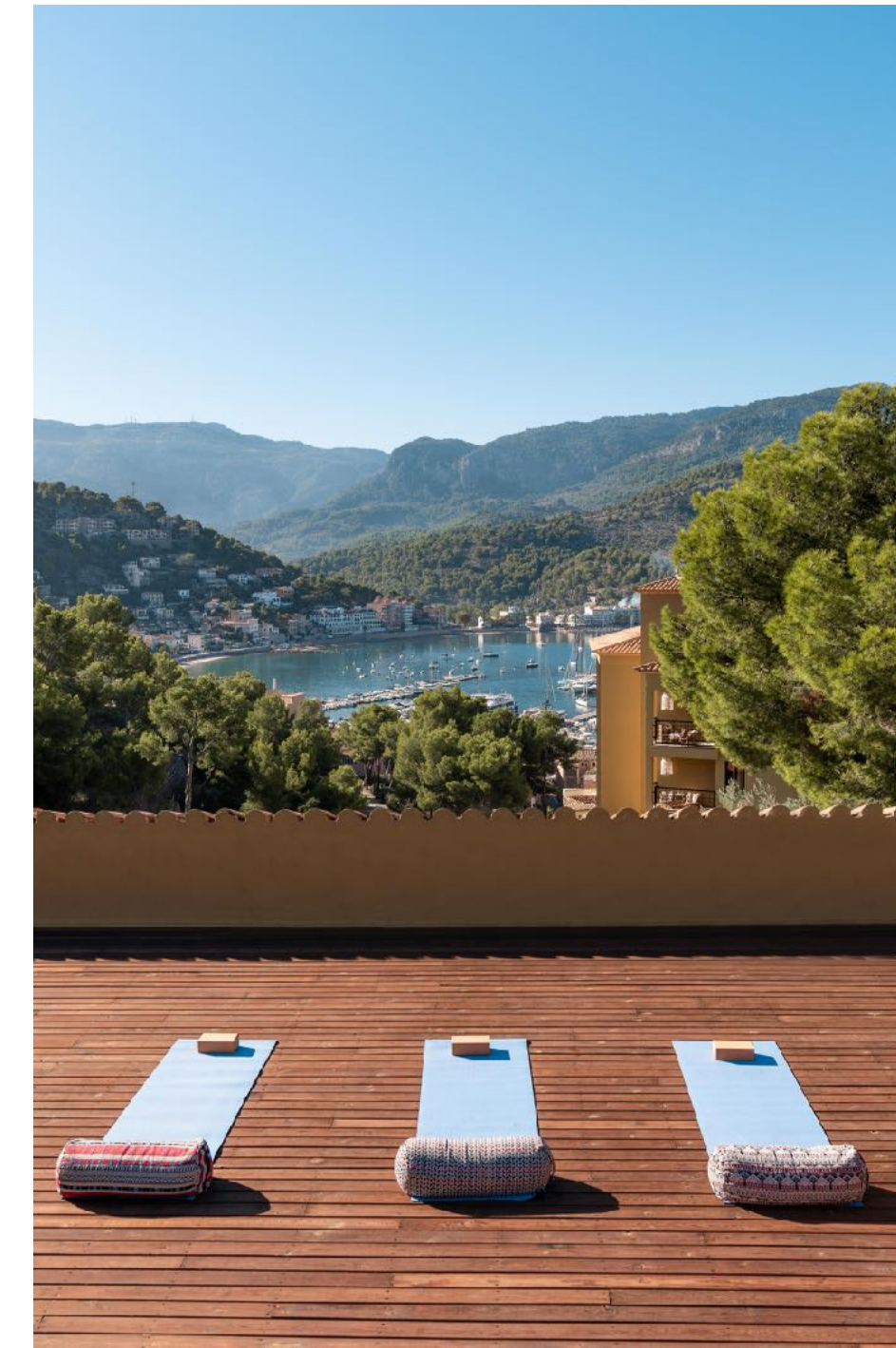
Beach



Mountain



Wine & Dine



Wellness

Member hotels

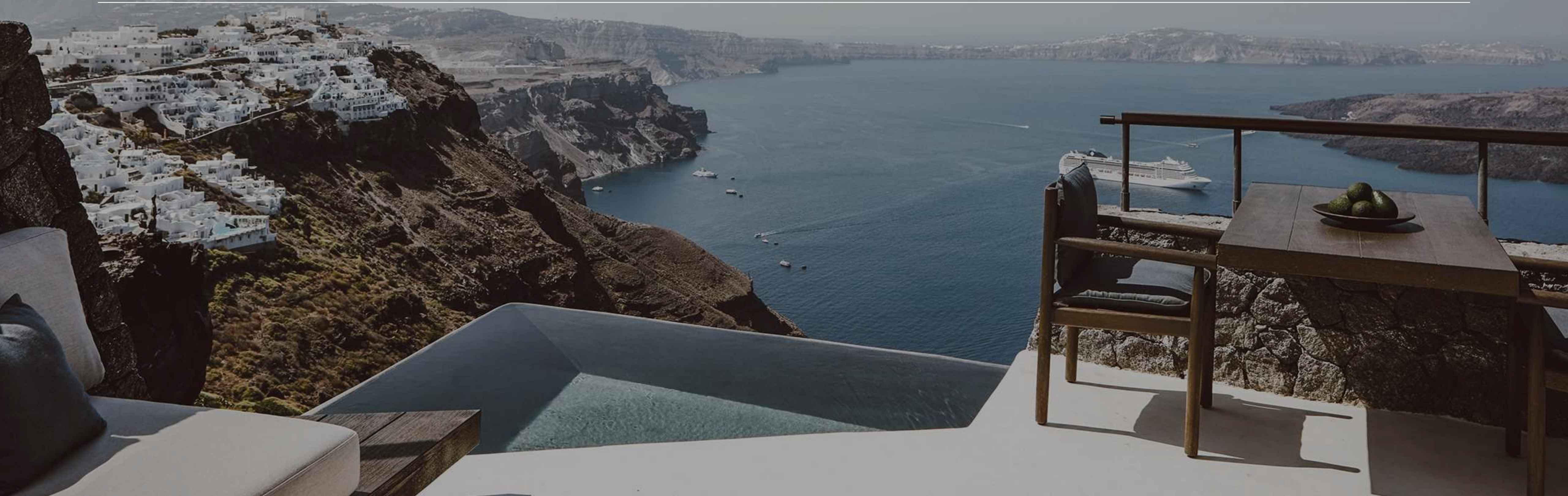
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Countries

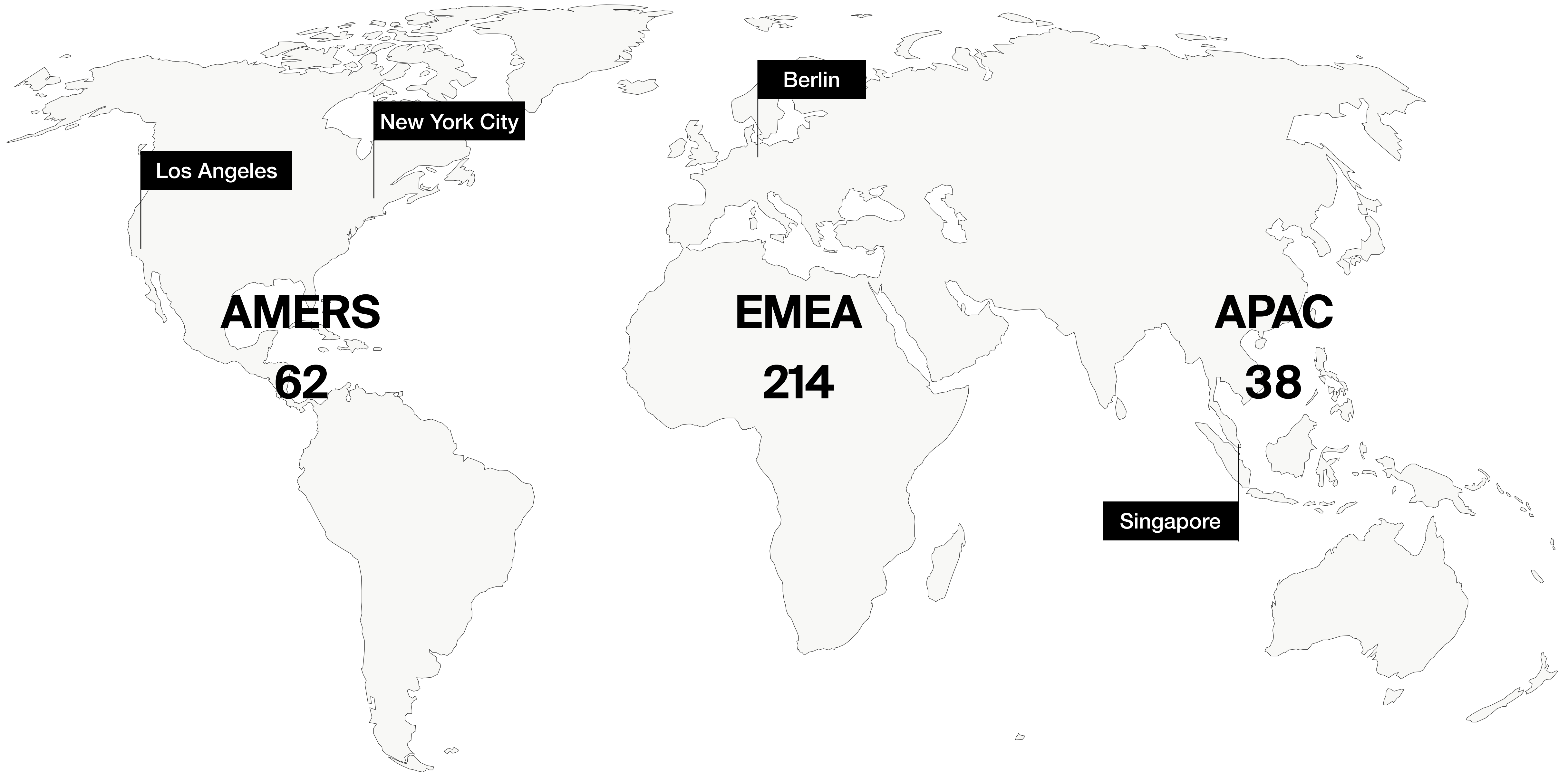
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Destinations

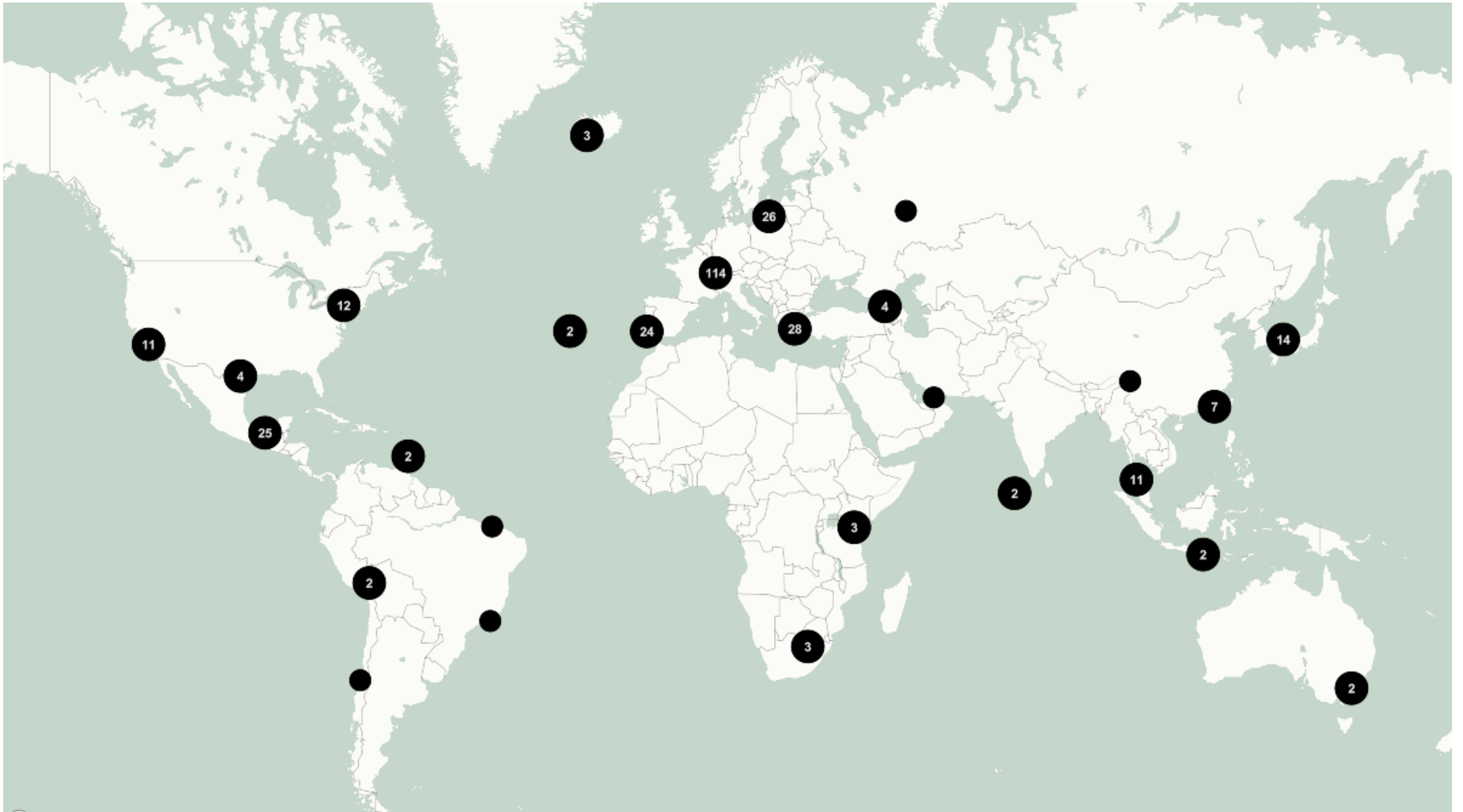
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Design Hotels Portfolio & Global HQs



Design Hotels Portfolio



Latest additions



Rocabella Mykonos Hotel

Mykonos, Greece



Hotel Arena

Amsterdam, The Netherlands



Inhabit London

London, United Kingdom



Tuxon Hotel

Tucson, United States



Stanton House

El Paso, United States



Hotels in the Spotlight

Les Bains | Blakes Hotel | Gramercy Park Hotel



Hotels in the Spotlight

Avalon Hotel & Bungalows Palm Springs | AnaYela | Cretan Malia Park

Design Hotels 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

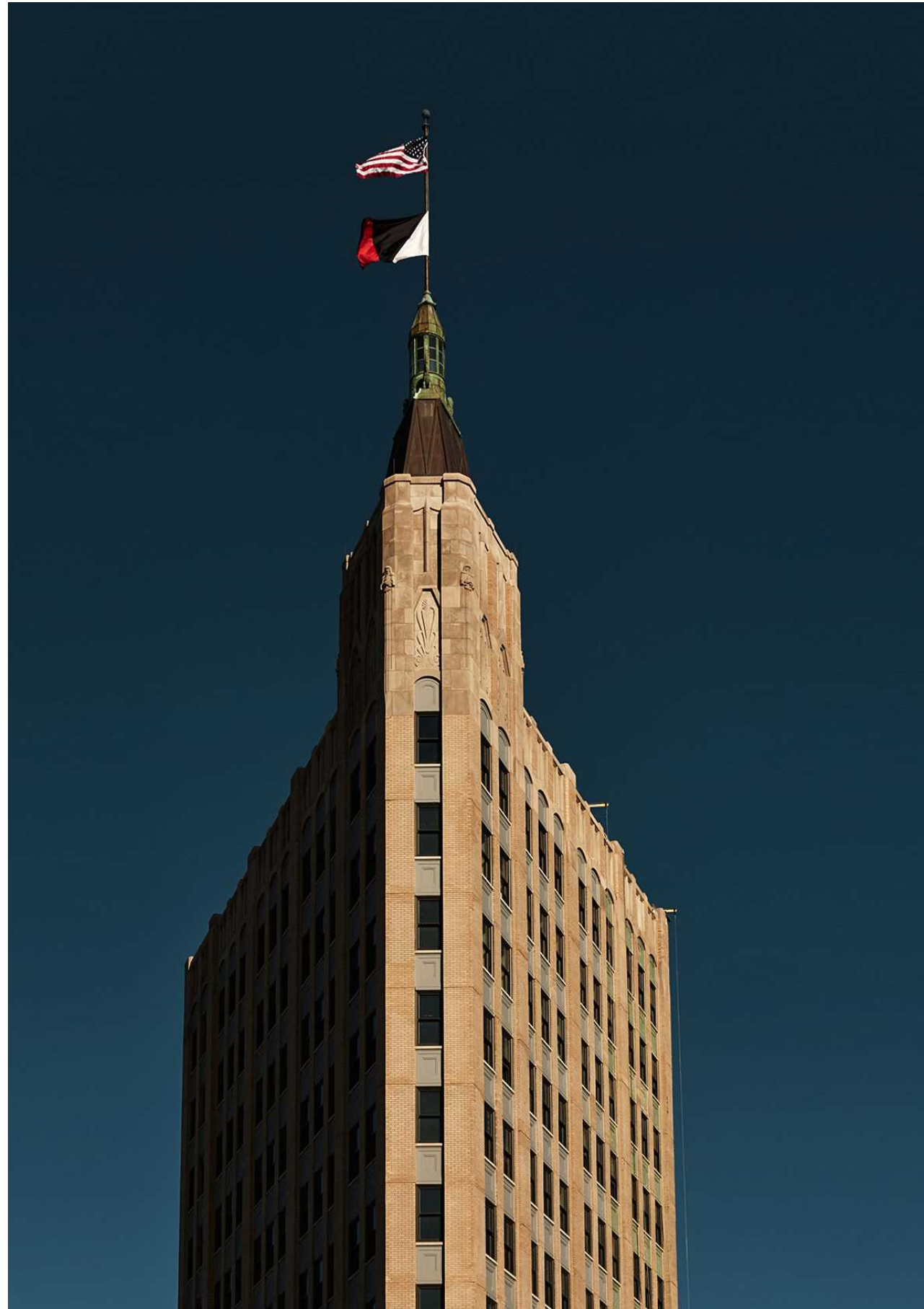
Blique by Nobis | Miss Clara by Nobis | Nobis Hotel Stockholm | Nobis Hotel Copenhagen | Hotel J | Hotel Skeppsholmen | Stallmästaregården | Concepció by Nobis



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

Design Hotels Key Groups



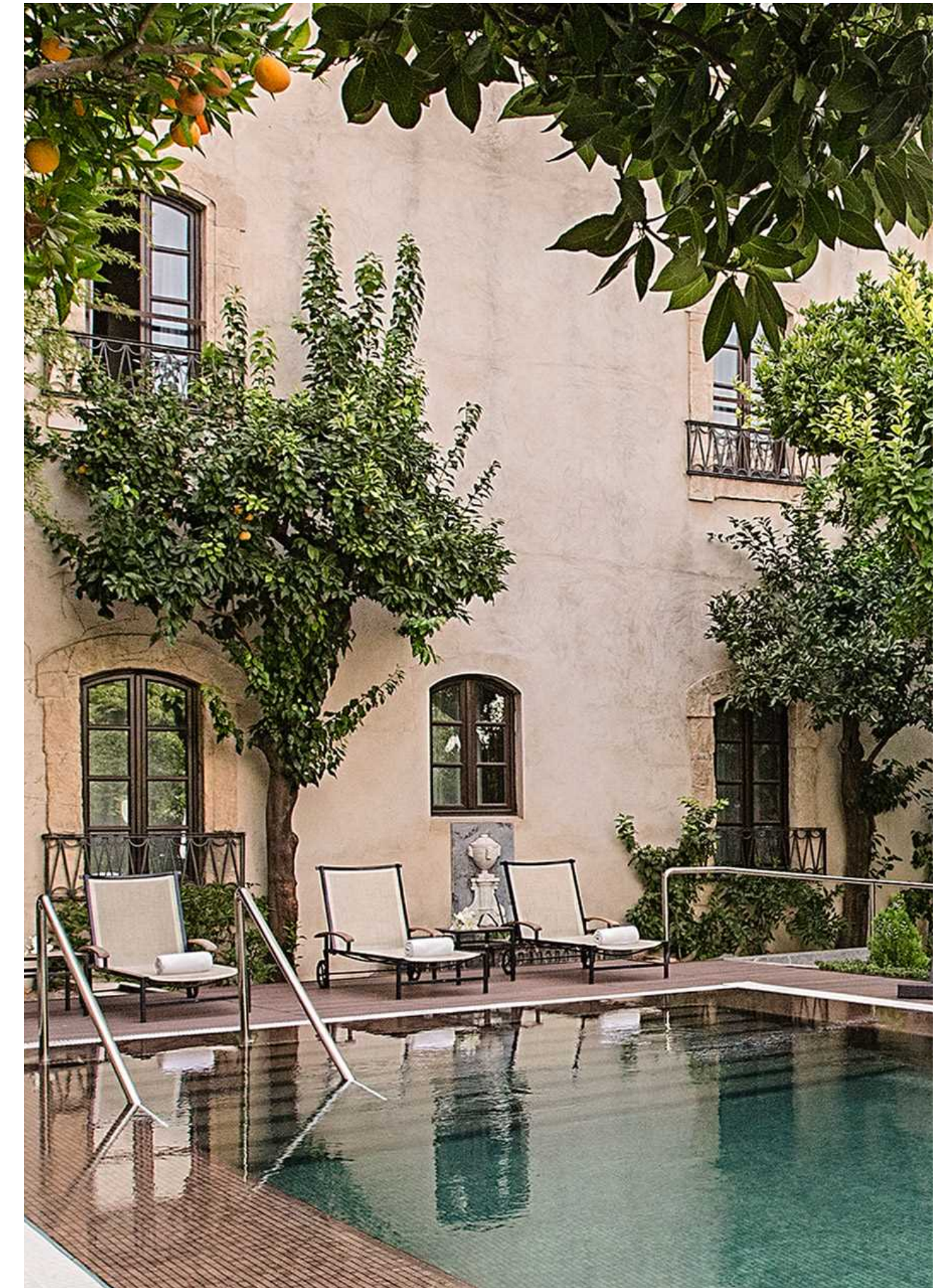
Groupo Habita

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



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

Design Hotels Programs & Benefits

designhotels.com/travel-professionals/



Brand Benefits

Design Hotels member hotels offer various benefits as outlined below. Simply use your consortia rate code and start exploring!

Consortia Rates

Up to 10% off BAR

15% Commission

At 100+ member hotels

Travel Industry Rate

Up to 50% off BAR

Design Hotels Pro

The Portal for Travel Professionals
designhotels.com/travelpro

Covid-19 Protocol

designhotels.com/pro/design-hotels-covid-19-protocol/

Chain Codes DS, DP



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



Beyond Business

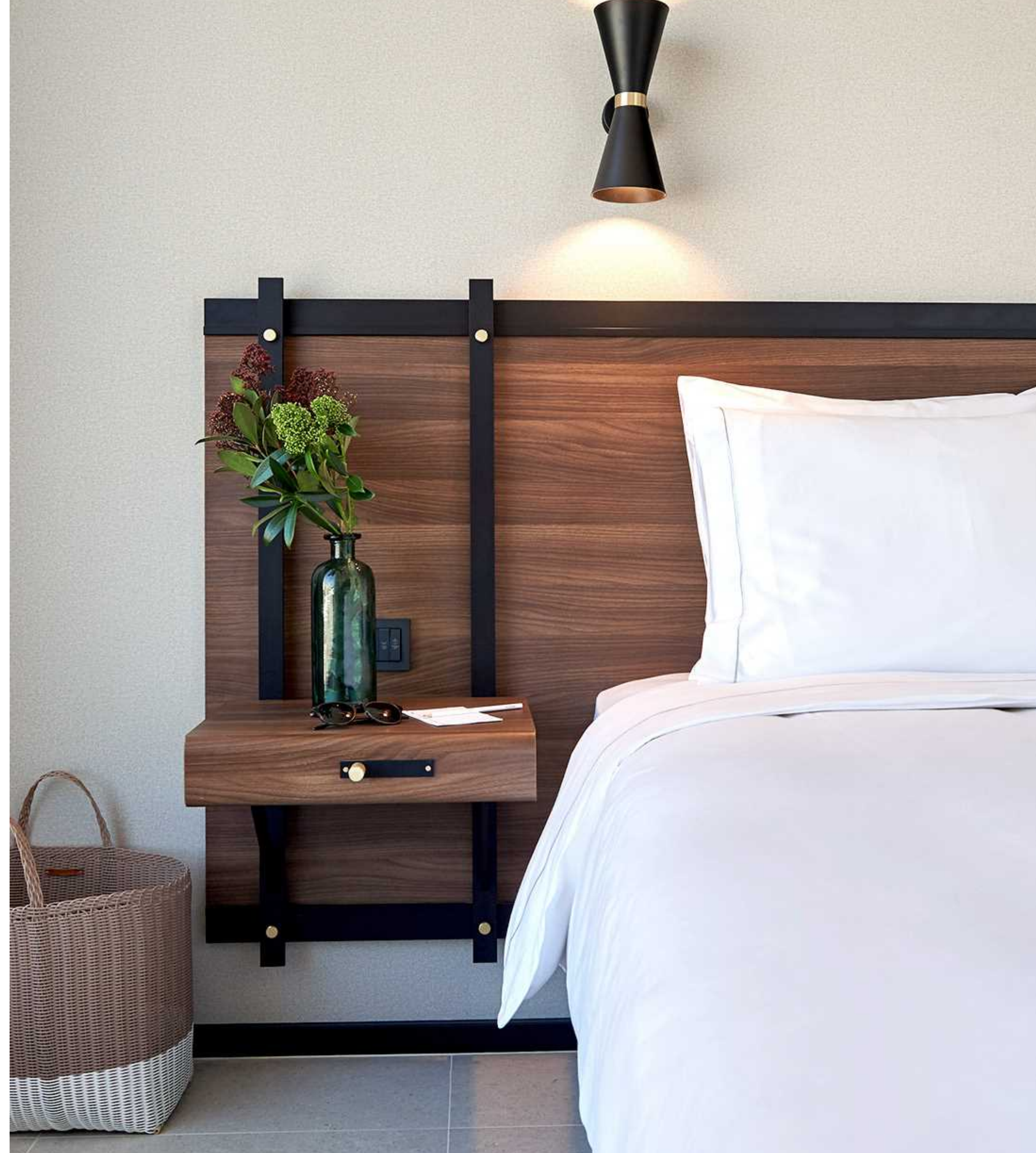
While we currently live in uncertain times, we know that business travel is resilient. Many hotels are targeting big corporate accounts and forget about individual business travellers with no access to corporate rates.

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



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

<https://www.designhotels.com/pro/mice/>



As of February 2021, Marriott International owns 100% of
Design Hotels GmbH.

120+ Design Hotels member hotels offer the following Marriott Bonvoy™ inclusions:

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

<https://design-hotels.marriott.com/>



The Portal for Travel Professionals

- Brand updates and initiatives
- Travel industry rates at up to 50% off BAR
- Book stays for clients
- Educational resources
- New openings
- Covid-19 information
- Promotions and giveaways
- 15% commission campaign

designhotels.com/travelpro

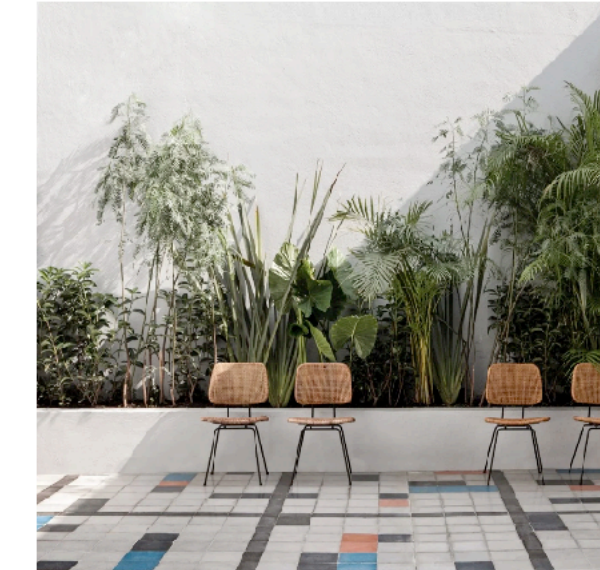
Design Hotels Pro

Overview Collective 15% Commission Travel Industry Rates MCE Contact Us Bookings Profile Settings



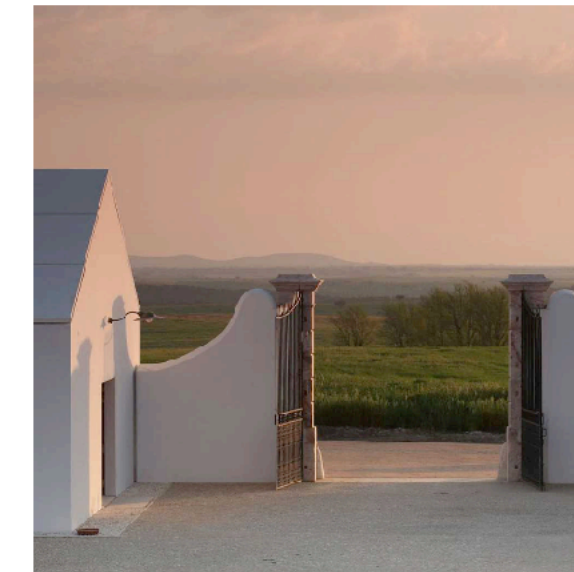
15% Commission

Don't miss out on earning increased commission at 100+ member hotels with arrivals as of now through March 31, 2021 and between June 1 and September 30, 2021. Your clients will also receive various perks such as breakfast, WiFi, and more...



Flexible Cancellation

Book the Design Hotels Safe & Flexible rate and your clients will benefit from complimentary 24-hour booking cancellation & alteration, breakfast, priority early check-in, and more!



Biodynamic Vineyards

What is biodynamic wine? In short, wine that is made with low intervention and minimal additions or chemicals, allowing natural processes to do the heavy lifting. It's funky, diverse and more often than not, delicious.



COVID-19 Protocol

Stay up to date on what our member hotels are doing in terms of health, safety and cleanliness, as well as the re-opening status of our portfolio.



Travel Industry Rates

Want to go off the grid for a little R&R in Peru's Sacred Valley? Perhaps a staycation in the heart of LA? Whatever your plans we've got you covered! Book travel industry rates at up to 50% off BAR!



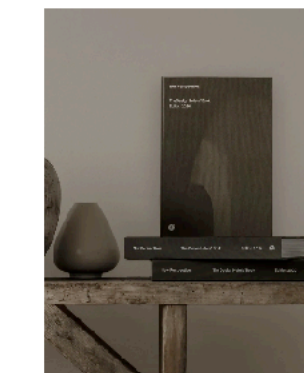
Behold the new

Explore the most recent additions to our portfolio, some noteworthy new destinations include Peru, The Maldives, Nicaragua.



Design Hotels Culture

Our member properties transform the hotel from a place offering accommodations into one that creates platforms for shared experiences among people united by passions, ideas, and inspirations. Dive into our community and culture.



Design Hotels Store

Visit our online store to explore the Design Hotels Book and Directions Magazine, our annual publication that showcases the Design Hotels portfolio, and includes a collection of thought-provoking articles from industry leaders.

Design Hotels Booking & Contact Information

Booking Information

GDS

Chain Codes: DS, DP

Web

designhotel.com
designhotels.com/travelpro

Voice

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