

PRESS RELEASE



CBRE Hotels and WORLDHOTELS join forces

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CBRE Hotels is delighted to report that at the recent International Hotel Investment Forum in Berlin, they signed a 'cooperation agreement' with WORLDHOTELS covering each companies operations within Europe Middle East and Africa

Headquartered in Frankfurt, Germany, WORLDHOTELS is global group of almost 500 hotels unique independent hotels. Under the banner "Unique Hotels for Unique People", WORLDHOTELS now has offices throughout EMEA, Asia Pacific and the Americas, and has affiliated hotels in more than 300 destinations and 70 countries worldwide.

The agreement will mean that CBRE Hotels become WORLDHOTELS' 'preferred supplier' of real estate services including valuations, asset management, buy side support and brokerage throughout EMEA. Under the new association CBRE Hotels will issue research, release specific market focussed commentary for WORLDHOTELS hotels, run co-hosted investment forums and events and provide internal briefings as well as provide specific advice to WORLDHOTELS and its hoteliers.

In the current, trying market conditions WORLDHOTELS will now be able to direct their hotels to expert marketing and buying support through CBRE Hotels extensive pan-European platform.

'Suffice it to say we are very excited to have teamed up with such a burgeoning group of hotel owners' said Derek Gammage, CBRE Hotels EMEA MD, who went on to say 'Whilst we have the utmost respect for hard brands and what they achieve they are by no means a one size fits all solution and WORLDHOTELS, with its positioning, global network, service range and resources is rapidly becoming a very credible alternative. I am passionate about encouraging as many real estate professionals as possible to look at hotels as an exciting property investment class and companies of the calibre of WORLDHOTELS certainly make that process much easier'

‘We are very pleased to join forces with CBRE Hotels, the world’s leading, full service, real estate advisory group,’ comments Rob Hornman, Vice President Europe, Middle East and Africa & Worldwide Sales and Distribution at WORLDHOTELS. ‘Especially in challenging times like these, our hotels can benefit from the expert advice and the support offered by CBRE Hotels in the field of real estate services. At the same time, we are convinced that WORLDHOTELS as an expert in the field of hospitality perfectly complements the service range that CBRE Hotels offers to its partners and clients.’

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Notes to Editors:

CBRE Hotels is the world’s leading, full-service, real estate advisory group focused exclusively on the hospitality industry. CBRE Hotels provides consultancy services for the sale, valuation, financing, development and asset management of hotels. Headquartered in London, the group has offices in Ireland, France, Spain, Italy and CEE (Central and Eastern Europe) with dedicated hotel teams in the United States and the Asia-Pacific region.

During 2008, the combined value of assets successfully sold and valued by CBRE Hotels worldwide was in excess of €23.5 billion.

In 2008, the value of assets transacted by CBRE Hotels EMEA was in excess of €5 billion. This represents an EMEA market share of 35%. During 2008, CBRE Hotels successfully sold and valued over 300 assets across the EMEA region.

For copies of any relevant photographs please contact emily.newman@cbrehotels.com.
For further information visit www.cbrehotels.com.

About WORLDHOTELS:

- WORLDHOTELS is an exclusive collection of the world's most unique independent hotels. Under the banner "Unique Hotels for Unique People", it now has almost 500 affiliate properties in more than 300 destinations and 70 countries worldwide.
- For nearly 40 years, the company's mission has been to offer business and leisure travellers easy access to a wide range of accommodation options with a strong emphasis on hotels of character and distinction.
- WORLDHOTELS' guests benefit from an extensive portfolio of partnerships, including frequent flyer programmes from 20 of the world's leading international airlines, including Air France/KLM, United Airlines, Cathay Pacific and Lufthansa.
- Through state-of-the-art distribution and technology and global marketing campaigns, WORLDHOTELS gives independent hotels the collective strength of a strong, global hotel brand whilst still allowing them to retain their strong individual character and unique identity.

For further information, visit worldhotels.com. Photographic material is available in the news section of worldhotels.com or from sarah@saltmarshpr.co.uk.

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