WELCOME TO THE COMMUNITY
BECOME A MEMBER OF DESIGN HOTELS™ AND GET ACCESS TO

→ YOUR CONSUMER effectively
→ the best in class LOYALTY PROGRAM
→ the MOST INFLUENTIAL TRAVEL PROFESSIONALS
→ the OPINION LEADING JOURNALISTS around the world
→ the COMMUNITY of the most creative hoteliers
→ efficient GLOBAL DISTRIBUTION
→ instant ONLINE RESERVATION TECHNOLOGY
→ more than 24 YEARS OF EXPERTISE within the design hotels niche
The quirky English designer, [KIT KEMP](https://designhotels.com/crosby-street-hotel/made-by-originals), on the success of the [CROSBY STREET HOTEL](https://designhotels.com/crosby-street-hotel/made-by-originals), why paring down is more difficult than gathering, and why her guests feel moved to send her pieces of art.

“It’s really fantastic that we’re attracting guests who are adding their touches to the hotel. And, at the end of the day, it is about the guests.”

KIT KEMP
Established in 1993 as the first of its kind, Design Hotels AG now represents and markets a hand selected collection of more than 300 hotels in over 60 countries and more than 200 destinations around the globe. Based in Berlin, we also maintain offices in London, New York and Singapore, with branches in Barcelona and Moscow.

Far more than just a loosely-affiliated assortment of member properties, Design Hotels™ offers entrepreneurial minds, affiliated member hotels and today’s travellers unparalleled specialist knowledge, innovative, international sales, marketing and distribution savvy and a future-forward vision that moves in step with our shifting world.

One of the primary competences at Design Hotels™ is our expertise and authority within the community for design, architecture and culture. Together with our knowledge in sales, marketing, revenue management and distribution technology, we bridge the gap between the creative forces and the world of hospitality thus successfully integrating the strengths of each within our member properties. Within the Design Hotels™ member portfolio, consumers can trust in original hospitality experiences.

Our hoteliers share—and help us shape—our vision of what a Design Hotels™ experience should be. We embrace properties that celebrate the great human need to represent life in an original, one-of-a-kind way. We pursue hotels that are deeply involved in the local scenes and that serve as focal points for entire neighborhoods; hotels that become not just places to stay, but gateways to communities.

Visit the Original Experiences campaign: designhotels.com/original-experiences
“Looking for a hotel is like looking for a book to adapt into a screenplay, and finding the right architect is like choosing the director.”

JEAN-PIERRE MAROIS

Parisian JEAN-PIERRE MAROIS understands the cultural and historical importance of his city’s iconic structures, which is why the filmmaker threw himself into saving and transforming a famed nightclub and onetime hotspot for the Belle Époque into LES BAINS. The vibrant, connected, international clubhouse and hotel is once again at the center of Paris.

designhotels.com/hotels/france/paris/les-bains/made-by-originals
“Whenever you’re uncertain just listen to your gut and you will get the answer.”

ALESSANDRO CATENACCI

Through patience and steady nerves, ALESSANDRO CATENACCI has slowly but surely transformed Stockholm into his own personal hospitality kingdom.

designhotels.com/nobis-hotel/made-by-originals
“Bonaire is the Picture you see when you close your Eyes and dream of the Caribbean.”

PIET BOON
MADE BY ORIGINALS

At Design Hotels™ we focus on the people who make our member hotels so extraordinary and who create the imaginative spirit that shapes our brand.

Whether designers or developers, owners or operators, our Originals are always outstanding personalities and extraordinary thinkers. They are the motors behind pioneering design and revolutionary hospitality. They shape the way we travel, they influence the way we do business and they tantalize us with new and exciting hospitality trends. The local flavor that permeates each hotel forms the core of our long-term vision of providing unique hotel experiences for the design-savvy traveler of the 21st century.

Each Original is, by definition, profoundly different. But they all share a few common denominators. Originals take risks. They have entrepreneurial spirits. They have a strong sense of aesthetics. They curate their own cosmos. They are the very soul of whatever they build, operate, represent, and establish.
“We didn’t want to make a hotel that simply reflected what Pigalle is becoming, but what it was and still is.”

VALÉRY GRÉGO
To increase the value of your Design Hotels™ membership we have created a powerful and integrated solution, the HOTEL LAUNCH CAMPAIGN, that is based on key learnings and industry knowledge gleaned from our two decades of experience in launching and positioning hotels.

Hotels will not only benefit from our in-house expertise, but will also receive a full range of services, including access to our professional international partners network and Design Hotels™ branding and commercial consultancy services. In this way Design Hotels™ positions member hotels toward global communities right from the starting phase of the hotel and activates all relevant target groups: the media, the travel trade, and the end-consumer communities.

New member hotels will also benefit from brand positioning as well as revenue management and technical distribution support, including comprehensive tactical and strategic consulting services.

Taken together, these efforts create critical global exposure and awareness for member hotels throughout all relevant phases of the hotel launch, aiming for a strong and sustainable market position.
VALUE ADDED SERVICES
ENVIRONMENT

Design Hotels™ holistic service portfolio incorporates all aspects for a lasting partnership with our members. Thanks to state-of-the-art distribution technology we seamlessly connect each hotel with the most relevant distribution channels on a global scale, which is key for efficient revenue generation.

By focusing our sales and marketing activities towards the end consumer and the travel trade we assure that all potential markets are covered. With the help of our in-house PR team we create awareness and exposure for both communities.
MEDIA COMMUNITY

Design Hotels™ Public Relations encompasses a broad spectrum of classic and creative measures to generate awareness and increase business for our members. The team is international as are the media we reach with targeted communications.

Our Press database consists of 25,000 contacts worldwide. The close relation with 400 VIP journalists enables us to expose the portfolio to the world’s most important opinion leaders from influential trade and lifestyle publications that consistently feature Design Hotels™ and our member hotels.

The media looks to Design Hotels™ as an expert on lifestyle hospitality and as a driver for trends in this segment, which in turn translates to a media advantage for our members.

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**PR Weeks**

If you would like your news to reach the editors of key travel, design and lifestyle publications then sign up to have your hotel represented at a Design Hotels™ PR Week. Take advantage of the PR Team’s excellent relationships with important journalists. We travel to key cities on a regular basis to share news about our clients with handpicked press.

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**Individual Press Release**

Do you want to get your news heard far and wide? We will write and distribute a press release that’s all about your hotel, featuring your great news and nothing else! We’ll send it to our entire database of 25,000 journalists in key markets all over the world.

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**Themed Slideshow**

The Themed Slideshow will put a spotlight on your hotel & communicate your news to online media via a digitalized picture gallery to achieve immediate results across online media & blogs worldwide. Recipients range from travel, design & lifestyle blogs to the online sites of renowned magazines.
TRAVEL TRADE COMMUNITY

Travel Trade Marketing positions Design Hotels™ as the lifestyle brand of choice for the travel trade. Ranging from digital marketing, consortia and TMC channels, travel trade events as well as preferred partnerships, we make sure the most relevant travel professionals and corporate clients know our member hotels and establish personal relationships and face-to-face contacts.

Preferred Partnerships

Design Hotels™ is a preferred hotel partner of American Express Business Travel Services (GBT), Carlson Wagonlit Travel (CWT) and BCD Travel. These partnerships create opportunities to increase revenue and acquire new business for corporate and leisure segments through the global American Express, CWT, and BCD Travel networks.

American Express GBT serves the travel requirements of the world’s largest corporate companies as well as small and medium sized enterprises with no corporate hotel program in place. Carlson Wagonlit Travel (CWT) is present in more than 150 countries and serves companies of all sizes, as well as government institutions and non-governmental organizations. BCD Travel operates in 108 countries and more than 1,500 locations with total annual sales of US$ 24.6 billion and a client retention rate of more than 95%.

Together they are the three largest and most successful travel management companies (TMC’s) in the world.

Trade Fairs

Trade fairs give member hotels the prime opportunity to meet industry professionals, opinion leaders and decision makers. Each year Design Hotels™ is represented at the most important industry trade fairs around the world e.g. LE Miami and ILTM Asia.

Exchanges

Exchanges are designed to give members the opportunity to meet a handpicked selection of influential travel professionals around the world. These events cover more than 28 international destinations, including key cities such as New York, London, Frankfurt, Paris, Sydney, Singapore and even emerging markets like Latin America, India and China.

Sales Missions

Sales Missions offer the opportunity to meet travel professionals in relevant destinations. We will arrange and lead a selected group of member hotels through sales appointments with leisure and corporate travel agents, as well as meeting and event planners.

Consortia and Corporate RFP

Design Hotels™ partners with major consortia, business travel specialists and global corporations to allow for a steady revenue stream to our members. There are 26 consortia programs to choose from including ABC, Radius, HRG, THOR, WIN plus more than 500 corporate accounts worldwide, such as Apple, Credit Suisse, McKinsey and 21st Century Fox and LVMH. Design Hotels™ bundles consortia in packages (Standard & Advanced) in order to facilitate the registration process and to create saving opportunities and added values to all member hotels.

Travel Trade Marketing

Our regular travel trade E-Newsletter, is sent to more than 32,000 travel trade community members. Featuring promotions from participating member hotels and the latest news on Design Hotels™, it is one of the most dynamic communication tool with the world’s most relevant leisure, corporate, MICE and SME travel agents.
## CONSUMER COMMUNITY ONLINE

Mobile devices, social media, and online niche communities connect our member hotels to a massive global audience through online channels and digital marketing tools with cost-effective means.

### Consumer Community

Designed for our growing number of loyal customers worldwide, Design Hotels™ community members (+700,000*) receive exclusive deals, news, promotions, and events, thus giving our member hotels effective access to a valuable client base.

### Designhotels.com

With over 1.2 million pageviews and more than 150,000 users per month, designhotels.com is full of useful information, helpful tools and hundreds of high-resolution images and HD videos, and a one-stop shop for anyone interested in design, architecture, culture and lifestyle hospitality. It is the place to discover, engage and dream the next journey.

### Digital Campaigns

Tactical Campaigns generate extensive exposure for participating members. Benefits consist of a comprehensive selection of online communication measures during the campaign period. While Destination Campaigns are helping consumers to discover properties in a specific geographical area, Global Campaigns promote hotels and unique selling propositions around the world.

### Seasonal Spaces

Seasonal Spaces is a revenue generator for your property during slow periods and is designed to appeal to a wider customer base that looks for city breaks or escapes in summer and winter. Seasonal Spaces winter 2016/17 generated an average of EUR 59,200 in room revenue per participating hotel.

### Social Media

We assure that our member hotels are well represented in the world of social media, including Facebook, Twitter, Pinterest, Instagram and Google+. Our Facebook community (196,000 fans*) reaches an average of 250,000 people per month while our Instagram has an average monthly reach of 6.5 million people.

### Rich Media

The Design Hotels™ clips and videos feature our member hotels and Originals. An eclectic mix of imagery, sound and motion graphics, each clip is an audio-visual experience of its own. They can be used for distribution online and offline, including but not limited to the member hotel websites, social media, and events.

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* June 2017
CONSUMER COMMUNITY OFFLINE

By combining online measures with offline products and activities we make the most out of our member hotels’ marketing funds by reaching out to targeted audiences with the right means.

The Design Hotels™ Book
The Design Hotels™ Book displays exclusive imagery and in-depth profiles of our member hotels and the creative minds behind them, it’s a testament to the ways design can improve our everyday lives, and transform the way we travel. More than 10,000 copies of the hardcover coffee-table book are distributed globally and have become a collector’s item over the years.

Directions – The Magazine by Design Hotels™
Directions – The Magazine by Design Hotels™ is the essential and practical guide to our portfolio. Available for distribution at trade fairs, events and throughout member hotels from lobby to guest rooms, it contains our hotel directory and a selection of the most interesting stories about lifestyle hospitality, our member properties and Originals.

Partnerships
We are keen to enter strategic partnerships with innovative companies that match our own brand values and provide added value to our member hotels through increased exposure and the access to the right target markets. Among others, we are hotel partners of the exclusive BMW i8 program and frequently partner up with brands such as Monocle, gestalten, Wallpaper, International New York Times, which gives us further visibility and connects us to highly relevant potential customers.

Events
Every year we host numerous events to meet with our target group and to bring together like-minded people for business, pleasure and inspiration. Among others, these events take place during Milan’s Salone del mobile, the Berlin International Film Festival, Venice Biennale, or Art Basel Miami.

20th anniversary XXL limited edition Design Hotels™ Book and customized Artek Stool 60 and Table 80B
CONSUMER COMMUNITY

SPG LOYALTY PROGRAM

Access the most powerful and sophisticated loyalty program in the industry.

The Starwood Preferred Guest (SPG) program has been widely recognized for its innovative programming, exclusive partnerships with premium travel partners as well as the richest benefit offerings in the industry. It is more than a reward program for loyal guests. It is a recognition and value program built on powerful technology that guests turn to each time they travel.

Design Hotels™ and Starwood Hotels & Resorts join forces in order for our member hotels to get access to a global, affluent, and lifestyle-oriented customer base of more than 21 million SPG members. These members not only book more frequently but also at premium rates with greater ancillary spending during their stays. The program also provides valuable information on personal preferences of guests coming to the hotel and creates a customized and unique hospitality experience.

Member hotels that join the program will also get access to the strong end-consumer channels within the Starwood distribution landscape and be distributed and cross-sold on each of Starwood’s 11 branded websites, SPG’s uniquely developed applications for mobile devices, and on the nine Customer Contact Centers, maximizing global exposure and revenue potential.
Building a revenue management culture within a hotel to achieve long-term revenue goals in today’s competitive market is crucial. Therefore, each of our member hotels receives comprehensive, on-going technical training, yield management advice and cross-the-board support.

Moreover, revenue management at Design Hotels™ is a consulting and strategy implementation service specifically designed for our member hotels. It recognizes the growing need for hotel pricing, positioning and optimization.

**Pre-opening Revenue Management Consulting**

This service is especially developed to assist new members in the successful launch of their hotel within the market and to achieve stabilized “RevPAR” (Revenue Per Available Room) as soon as possible. Our team will assist with the establishment of processes, structures, tasks and tools to underpin the ongoing revenue management process.

**Distribution & Revenue Management Training**

It is our core mission to drive long-term value for our hotels. We want to keep them updated with the latest strategies and tools to continuously improve their business. The Design Hotels™ training program and 2-day workshops endeavor to help gain a deeper understanding of topics in revenue management, distribution and sales.

**Revenue Management Audit**

The Design Hotels™ revenue management audit will uncover hidden revenue potential. Through in-depth evaluation we identify strengths and weaknesses in a hotel’s strategies and processes. This audit is a perfect basis for a long-term action plan to ultimately enhance performance in all areas.
INTEGRATED DISTRIBUTION SOLUTION

Design Hotels™’ integrated revenue management and distribution solution is key to our member hotels’ competitive strategy. As in our other business areas we have taken a holistic approach to revenue management and distribution by combining technology with consultancy services tailored to each of our hotel’s individual needs and lifecycles. We help our hotels optimize their financial performance to become an increasingly valued partner in the process.

Thanks to our long-term partnership with SABRE Hospitality Solutions, the world leader in Travel Distribution, we provide the necessary expertise and infrastructure for launching our member hotels on international sales channels giving them the possibility to fully maximize online, mobile and offline global reach.
Since its inception in 1993, Design Hotels™ has championed innovation, the extraordinary and above all, creativity in the hospitality industry. Over the years, we’ve cast our net wider to include not only the hotels and the original personalities behind them, but also the greater Design Hotels™ community, which encompasses the larger network of neighborhoods and world travelers, out-of-the-box thinkers and creative opinion leaders. We believe that responsibility—on a social and environmental level—will become the bedrock of this community.

**Member Hotel Community**

**Member Communication**

News, services, benefits—the Design Hotels™ Member Portal and monthly Newsflash deliver information that is pertinent for all member hotels and their staff.

**Member Conferences**

Arena* is our annual global member conference to which we invite General Managers, Sales Professionals, Marketing & PR Managers and Revenue & Distribution experts from every member property to selected key cities for two days packed with informative lectures and engaging discussions. The arena* is a crucial element in the partnership between our member hotels and Design Hotels™, giving them the opportunity to network and cross-sell within our community.

**Educational Programs**

Regular workshops, webinars, and certificate courses help member hotels to develop effective sales, marketing, as well as revenue management and distribution strategies. Among others, Design Hotels™ has partnered with IDeaS, the industry’s premier supplier of hospitality revenue management solutions, to offer exclusive revenue management courses.
By placing luxury hotels and restaurants in off-the-radar neighborhoods, master of the unexpected LOH LIK PENG has had a devilish good time transforming cities and putting a new spin on how to succeed. 

designhotels.com/the-waterhouse-at-south-bund/made-by-originals

“I like to think of hotels as playgrounds for grown-ups. The biggest mistake a hotel owner can make is to take himself too seriously.”

LOH LIK PENG
DO YOU WANT TO BECOME THE NEXT DESIGN HOTELS™ MEMBER?

More than 400 hotels apply for membership each year, but only an average of 5 percent of them are approved. Each member hotel is selected very carefully to cater to the needs of modern travelers searching for something unusual and individual.

Whenever we choose a member, we always look for its distinguishing factor – the originality in its concept. It is about scrutinizing key areas to find exactly the right members: holistic concepts, location, architecture, design, local integration, corporate ethics and – most importantly – the people behind the concept and their commitment towards their hotel.

To apply, please provide us with a detailed explanation of your concept, design and expectations, as well as any supporting visual materials.

Please complete the application form: designhotels.com/become-a-member
Or, send an email to: development@designhotels.com

Claus Sendlinger
Founder & CEO