Press Release

**WorldHotels Announces New Hotel Classification System and Bold New Loyalty Programme for 2018**

Singapore, 01 March 2018 – WorldHotels, the global brand dedicated to empowering unique and independent hotels is to relaunch its hotel classification system as well as initiate an innovative new global Loyalty Programme “The List” in 2018.

These announcements were made at the company’s Global Annual Conference 2018 in Shanghai, and reflect WorldHotels bold new approach to sales and marketing following the company’s acquisition by one of the world’s leading Meetings and Incentives companies, Associated Luxury Hotels last year.

The new vision for WorldHotels, set out during the recent gathering at the Hongqiao Jin Jiang Hotel Shanghai by Geoff Andrew, WorldHotels’ Chief Executive Officer includes a major rebranding project to focus on the three new WorldHotels Collections - WorldHotels Distinctive, WorldHotels Elite, and WorldHotels Luxury.

He also presented WorldHotels’ powerful new CRM/loyalty platform “The List”, which aims to give WorldHotels guests instant loyalty benefits including an arrival ritual and upgrades on availability, as well as harnessing the collective marketing resources of all the participating hotels.

“WorldHotels is currently making significant investments to enhance its service offerings for independent hotels including the expansion of its already extensive global sales and ecommerce force along with new additions to its development team,’ said Geoff Andrew.

Josh Lesnick, President & CEO of Associated Luxury Hotels, the new parent company of Worldhotels also gave an outlook on the group’s vision and mission for the next years. Associated Luxury Hotels acquired WorldHotels at the beginning of 2017. ALHI has already generated sales leads to WorldHotels worth over US16m since the acquisition, it was revealed.

**About WorldHotels:**

WorldHotels is dedicated to empowering true independence of hotels all around the world. The global brand brings together 350 of the world's most unique independent hotels. With more than 45 years of excellence in the industry, the company's mission is to provide sales & distribution solutions and consultancy to upscale hotels of character and distinction. By reaching over 50 countries and six continents, the group targets savvy business and leisure travelers that seek an authentic and local experience when choosing a hotel.

WorldHotels solutions allow hotels to keep their independence through providing the power of a global brand with a comprehensive range of products and services that include global marketing, sales, training services, quality experience measurements, hotel business consultancy, operational support, e-commerce services and state-of-the-art distribution and technology. WorldHotels loyalty program Peakpoints, having more than 20 frequent flyer programs along with the high number of preferred partnerships provide competitive advantage to the independent hotel industry.

WorldHotels is part of Associated Luxury Hotels. As the owner and operator of WorldHotels and Associated Luxury Hotels International (ALHI), Associated Luxury Hotels is a significant, full-service “soft brand” solution which provides an array of Global Sales Organization services with broad-reaching reservations connectivity solutions and a powerful sales and marketing infrastructure.

For reservations or information, visit [WorldHotels.com](mailto:WorldHotels.com). Images are available from [sneubauer@worldhotels.com](mailto:sneubauer@worldhotels.com)..