



Launch of the new Design Hotels with Loyalty contract model

Design Hotels AG has in recent months successfully developed a new innovative contract model for the Design Hotels-membership. The contract model features the member hotels' affiliation with Marriott's distribution channels and Marriott Bonvoy™ loyalty program as well as a standardized scope of services and a new pricing model.

"Our new contract model is a unique business opportunity for our current and future member hotels to choose from as they will get access to the world's most powerful loyalty program and booking channels. We expect to sign the first newly developed agreements with selected member hotels within the few next days.", says Peter Cole, CEO of Design Hotels.

The new contract model enables Design Hotels to further expand its products and services offering to selected member hotels. Through the Marriott Bonvoy™ loyalty program, participating member hotels will have access to over 120 million potential customers worldwide and benefit from Marriott's distribution channels.

The new contract model is based on a new services agreement between Design Hotels AG and Marriott International, Inc., which was signed today. This services agreement enables Design Hotels to offer the new contract model to current and future member hotels. It will succeed the services agreement between Design Hotels AG and Starwood Hotels & Resorts Worldwide, Inc. signed in 2015. In 2018, Marriott instructed Design Hotels not to extend access for existing Design Hotels member hotels to the Starwood distribution channels and the Starwood SPG loyalty program in order to enable future affiliation with the Marriott services program. Under the new services agreement, Design Hotels AG can now concentrate on promoting the new innovative contract model. The traditional Design Hotels membership, without access to Marriott Bonvoy™ loyalty program, continues to be available.

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- The Management Board -

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About Design Hotels™

Design Hotels™ represents and markets a curated selection of more than 300 privately owned hotels across the globe. Design Hotels offers them an international platform as well as comprehensive services: Conception, positioning, marketing, sales and other services and measures to optimize their revenues. As part of a worldwide creative network Design Hotels provides for innovation and exchange of ideas among its members, guests and visionary people from other branches. None of the Design Hotels members equals another. Each one has its own character, history and kind and manner how it blends in with the environment. All houses are connected through their uniqueness. They are formed by their creators, hoteliers, architects, designers and other creative minds whose passion form unrivalled events based on good ideas.