



WORLDHOTELS™

With WorldHotels™, A Summer Adventure in Europe's Best Cities is at Travelers' Fingertips

Phoenix, Arizona (June 1, 2024) - Offering one of the finest portfolios of independent hotels and resorts around the globe, WorldHotels™ opens the door to a world of iconic locations for every type of traveler. Drawing on the latest growth and expansion of its extensive portfolio in Europe, including the launch of the WorldHotels brand in Greece and new additions in Spain, The Netherlands, and Germany, WorldHotels is providing travelers with ample inspiration to craft unforgettable adventures across the continent this summer and beyond.

"This year we have seen tremendous growth in our European portfolio, bringing incredible new offerings to travelers visiting Europe this summer," said Ron Pohl, President of WorldHotels. "The WorldHotels portfolio is known for delivering one-of-a-kind experiences that truly connect travelers with their destinations. We are excited to introduce our guests to a greater breadth of authentic, unique experiences while providing the highest levels of service and amenities."

While travelers have access to many diverse independent hotels and resorts in Europe to tailor their journeys—from historic mainstays to urban hotspots to secluded retreats—the following represent a sampling of the most unique properties in the WorldHotels portfolio to help inspire an upcoming European getaway.

1. Hotel Haarhuis, WorldHotels™ Crafted | Arnhem, Netherlands: Founded as a coffee house in 1918, the historic Hotel Haarhuis has since become an integral part of Arnhem's hospitality scene. The 127-key 5-star plus hotel is in the city center, offering convenient access to some of the city's best attractions, including the historic Arnhem Cellars, 7straatjes, and Sonsbeek Park. On-property, guests can experience the luxury City Spa by Haarhuis for a relaxing wellness escape as well as a diverse food and beverage program, including the green oasis of LOCALS restaurant, the BLOU Rooftop Bar offering beautiful city views, and The Storage, a serene and secluded wine cellar and whiskey bar.

2. The Sofraga Palacio, WorldHotels™ Crafted | Avila, Spain: A new addition to the WorldHotels portfolio, The Sofraga Palacio was part of the extensive restoration of the original 16th-century Palacio, showcasing the city's 16th-century architecture, alongside a modern hospitality experience. The boutique 4-star hotel provides guests with 27 luxurious and unique guests rooms and suites, each of which offers views of the Palacio and surrounding area, with some also overlooking the famous Avila Romantic Wall and the Cathedral. The hotel is located just 100 meters from Avila City Hall and is near popular points of interest, while providing guests with onsite dining including an open-air terrace next to its gardens, Sofraga Restaurant, which is located inside an old glass patio overlooking the wall of Avila, and a cozy gastrobar café.

3. Ness Walk, WorldHotels™ Luxury | Inverness, Scotland: Located on the banks of the River Ness in the city of Inverness, Ness Walk is an idyllic 5-star hotel set in a former 19th-century house that has since been restored and paired with a modern take on Scottish architecture, creating one of the country's most unique properties. Only a 10-minute drive from the iconic Loch Ness and surrounded by the wild and untamed landscapes of the Scottish Highlands, Ness Walk welcomes guests with a chilled glass of champagne upon arrival and offers an unforgettable getaway in a truly unique and captivating



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setting. In between sightseeing, guests are invited to enjoy an authentic local dining experience at the on-site Torrish Restaurant, which also serves a signature Heavenly Afternoon Tea.

4. Makedonia Palace, WorldHotels™ Luxury | Thessaloniki, Greece: Newly added and representing the first WorldHotels property in Greece, Makedonia Palace has a commanding presence on the Thessaloniki seafront, along one of Greece's most prominent coastlines. Dating back to 1972, Makedonia Palace has a rich history that captures the essence of its destination and recent renovations perfectly combine aristocratic style with contemporary design. Highlights of this property include the largest traditional hammam in Greece, an outdoor swimming pool on the seafront, a fitness center and sauna facilities, as well as an authentic gastronomic experience at Salonica Restaurant & Bar. The hotel can facilitate a range of adventures in and around the destination, from hiking Mount Olympus to hot air balloon rides over Thessaloniki to wine tours and more.

5. Royal Garden Hotel, WorldHotels™ Elite | London, England: Located in the bustling neighborhood of Kensington, the Royal Garden Hotel provides a sophisticated hospitality experience throughout its 394 rooms and 17 suites. The hotel is located steps away from Hyde Park and Kensington Palace, making it a convenient location for royal revelers on the heels of the recent coronation of King Charles III. The property is home to two of the area's best dining locations, including Origin Kensington, a seasonally inspired culinary experience, and Min Jiang, an authentic and traditional Chinese dining experience. Guests can also sing and dance the night away at Piano Kensington.

6. b'mine Düsseldorf, WorldHotels™ Crafted | Düsseldorf, Germany: Joining its sister hotel, b'mine Frankfurt Airport, this new addition to WorldHotels is an exclusive design hotel, offering 202 rooms with high-quality furnishings, three rooftop terraces, and The Roof Restaurant Bar and Lounge. A highlight of a stay at b'mine Düsseldorf is the opportunity for guests to experience the patented CarLoft concept, allowing visitors to take their vehicle with them to the terrace in front of their room. The hotel is located in the Flingern district, where guests can explore a range of owner-operated shops, coffee breweries, boutiques and studios.

7. Hotel Schweizerhof Zürich, WorldHotels™ Elite | Zürich, Switzerland: Opened in 1876, Hotel Schweizerhof Zürich has been a mainstay in the city's hospitality scene ever since. Upon arrival, guests are greeted with an Old-World elegance, reminiscent of the property's early days, which has since been paired with modern accommodations and attentive service. The hotel is located on the banks of River Limmat and provides travelers with easy access to some of Zürich's best attractions, including the neighborhoods of Bahnhofstrasse and Europaallee. On-property, guests are invited to enjoy a diverse culinary program, which includes the French and regionally inspired restaurant La Soupière as well as the fashionable Schweizerhof Bar.

8. Luxury Suites Amsterdam, WorldHotels™ Elite | Amsterdam, Netherlands: Newly added to the WorldHotels portfolio, Luxury Suites Amsterdam is located on a secluded island in the heart of the old city overlooking the Oudeschans Canal. This prime location for the luxurious 25-suite hotel offers guests the perfect balance between the capital city's rich history and the vibrancy of modern Amsterdam, offering the tranquility of a secluded island while being a short walk from the city's major tourist attractions and museums. On-property, travelers can indulge in light snacks and cocktails at the onsite cocktail lounge or enjoy a workout at the hotel's state-of-the-art exercise facility.



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9. Gothia Towers, WorldHotels™ Elite | Gothenburg, Sweden: Located across three towers, Gothia Towers is 1,200-room property showcasing one of the most extravagant hospitality experiences Gothenburg has to offer. This includes Upper House, located at the top of Gothia Towers and providing a hotel-within-a-hotel with 53 over-the-top rooms and suites and a rooftop pool offering breathtaking views. The property has an array of upscale experiences for guests to enjoy, including the highest spa in the city, numerous restaurants, and a sky bar with unbeatable views of the surrounding locale.

10. The Collector Hotel, WorldHotels™ Crafted | The Hague, Netherlands: A recent addition to the WorldHotels portfolio, this lifestyle boutique hotel is in the center of The Hague on the Haagsche Bluf. It has given a new energy to The Hague's hotel industry with its collective design approach, serving as an intimate hub for uniquely curated collections of items and artwork that guests can discover. The hotel's courtyard offers an urban oasis where guests can interact with art, English tea, and delicious cuisine, while the property's convenient location allows for exploration of the best and brightest of The Hague's local attractions.

WorldHotels offers travelers the opportunity for exciting discoveries in the most exceptional locations. Guests staying at any of these properties can enjoy the benefits of our leading loyalty program, WorldHotels RewardsSM, where members receive exclusive access and privileges at any of our upscale, independent hotels worldwide. Learn more about [WorldHotels Rewards](#).

For more information on WorldHotels, please visit [worldhotels.com](#).

About WorldHotels™

WorldHotels™ is a privately held hotel soft brand within the BWHSM Hotels global enterprise. Founded by independent hoteliers dedicated to the art of hospitality, WorldHotels offers one of the finest portfolios of independent hotels and resorts around the globe, expertly curated to inspire unique, life enriching experiences that connect people and places. WorldHotels is comprised of four unique collections, each with its own personality and style to appeal to the needs of today's traveler. The collections include: WorldHotels™ Luxury, WorldHotels™ Elite, WorldHotels™ Crafted and WorldHotels™ Distinctive. For more information visit [WorldHotels.com](#).