



Ref. 1/09
November 2009

exe Hotels IS BORN, THE FIRST BRAND OF INDEPENDENT AND SMALL CHAIN HOTELS FOR EXECUTIVES

The new brand is launched with a portfolio of 70 establishments spread out over 11 countries and envisages closing the year 2009 with around 90 hotels.

It offers a wide range of marketing and distribution services adapted to the needs of the establishments who aim their selection of services at business clients

Barcelona, November 25th, 2009 – [exe Hotels](#) is born, the first brand specialised in representing business hotels worldwide. This new brand is making its introduction with a portfolio of 70 establishments distributed throughout Spain and another 10 in countries in Europe and America and envisages closing the current year with around 90 member hotels with a strong consolidation trend as regards its international presence.

The new brand is committed to offering a service that is specifically adapted to the commercialization and distribution needs typical of establishments aimed at the corporate client market. **exe Hotels** aspires to become a benchmark for the agencies specialised in this segment, as well as for the implants of the companies themselves, in order to offer them the best selection at the best price, at a time in which the latter are drastically reducing their budgets. Its strategy is based on a close and coordinated relationship with travel agencies, which it regards as fundamental for the development of its business.

exe Hotels is present in 36 destinations, mainly in Spain, but also in large European cities and in New York. They are perfect establishments for professional trips in which the traveller seeks practicality, but also values unique facilities and service but which, at the same time, are an excellent alternative for holiday stays. The brand slogan “**Come for business, stay for pleasure**” springs from this guarantee, which highlights this added value that its member hotels offer to those who choose them in order to transform a necessary stay into a pleasant one.

The **exe Hotels** portfolio has a categorization system structured in three ranges that define more precisely what their establishments have on offer: **Excellence**, includes the hotels that stand out for the sophistication of their facilities and an excellent standard of service; the hotels that come within the **Premier** category stand out for offering a high level of service, a liking for detail and whose facilities are flawless; finally, the **Comfort** hotels offer optimum value for money for those travellers seeking comfort and sober design.

Those hotels which are interested in joining **exe Hotels** must fulfil the following requirements: have a 3 to 4 star corporate hotel category, a minimum of 30 urban-type rooms, fit in with the concepts of uniqueness and practicality (for their location, hotel and room services, efficiency, setting, architecture, differentiation and innovation) and comply with strict quality standards that can be measured by an initial inspection.

In order to help its development, exe Hotels has used the experience and know how of [Keytel](#), the hotel representative with more than 1,600 establishments in more than 53 countries.



Apart from the comprehensive distribution offered by the **Keytel** channels to more than 100,000 points of sale and different integrations, **exe Hotels** will benefit from the company's commercial network in several Spanish cities, as well as in **London, Rome, Lisbon, Buenos Aires and Bangkok**. The brand will make its presence felt at several International trade fairs, will organise hundreds of commercial events worldwide and has an exclusive web portal with its whole range of services at (www.exehotels.com).

Communications department of exe Hotels

Tel. 93 216 38 16/ Fax. 93 451 84 63

E-mail: comunicacion@exehotels.com

Web: www.exehotels.com

PORTFOLIO of exe Hotels

SPAIN



Alcobendas (Madrid)

Alicante

Badajoz

Barberá del Valles (Barcelona)

Barcelona

Castellón

Cerdanyola del Valles (Barcelona)

Córdoba

El Puerto de Santa Maria (Cádiz)

Gijón

Girona

Granada

Hospitalet de Llobregat (Barcelona)

Hospitalet de Llobregat (Barcelona)

Ibiza

Jerez de la Frontera (Cádiz)

La Coruña

Las Palmas de Gran Canarias

León

Madrid

Oviedo

Palencia

Palma de Mallorca

Pamplona

San Sebastián

San Sebastián de los Reyes

Sant Boi de Llobregat (Barcelona)

Santa Cruz de Tenerife

Santander

E. Gran Madrid

Spa Porta Maris & Suite del Mar

Badajoz Center

Eurostars Barberá Parc

Regina

Wilson Hotel Boutique

Amrey Diagonal

Barcelona Center

Alimara

E. Anglí

E. Cristal Palace

Hotel Intur Castellon

E. Parc del Vallés

E. Las Adelfas

Córdoba Center

Los Jándalos Santa Mari

Alcomar

Carlemany

Abades Nevada Palace

Granada Center

Fira Congress

Eurostars Lex

Royal Plaza

Los Jándalos Jerez & Spa

E. Ciudad de La Coruña

Santa Catalina

E. León

Infantas de León

Conde Luna

El Prado

Lope de Vega

E. Zarzuela Park

Hotel M

E. Diana Palace

Saratoga

Cross Elorz

Puerta del Camino

Palacio de Aiete

Arturo Norte

Frontair Congress

Contemporáneo

Bahía



Santiago de Compostela
Sevilla

Torrellano (Alicante)
Valencia

Vitoria-Gasteiz
Zaragoza
Zaragoza

Munich

Andorra la Vella

Vienna
Vienna

Brussels
Brussels

New York

Paris

Budapest

London

Lucca
Rome
Rome
Rome
Florence

Lisbon
Porto

GERMANY

ANDORRA

AUSTRIA

BELGIUM

USA

FRANCE

HUNGARY

ENGLAND

ITALY

PORTUGAL

Hoyuela
Puerta del Camino
Sevilla Center
Bécquer
E. Isla Cartuja
Areca
Valencia Center
E. Gran Valencia
Gran Hotel Lakua
Hiberus
E. Plaza Delicias

Eurostars Grand Central

Salvia D'Or

E. Vienna
E. Embassy

E. Grand Place
E. Sablon

E. Wall Street

Park Lane

E. Budapest Center

Kensington Rooms

E. Toscana
E. Roma Congress
E. International Palace
Pulitzer Roma
La Fortezza

Altis Park
E. das Artes