



Member of



WARRWICK
International Hotels

A unique tailor-made offer . . .



Member of



WARWICK
International hotels

Warwick at a glance

- Warwick International Hotels was founded in 1980 with the purchase of the Warwick New York Hotel. The Collection now has 50 hotels in Europe, the United States, Africa, Middle East, Asia and the Pacific.
- WIH represents over 6.500 rooms through a unique Collection of world-class hotels, resorts and spas known to complement each guest's stay whether it be for business, attending or hosting a conference or seminar or just enjoying a relaxing holiday stay.
- Known for its unique management style, the Warwick group has expanded quickly throughout the world, establishing a reputation for superior accommodation and service.
- Warwick International Hotels provides marketing, sales, and private label reservation services to qualified independent hotels and resorts seeking worldwide recognition.



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Company Values

- To have a presence in an appropriate city location.
- To provide the extra touch of quality and service at tariffs which are perceived as value for money.
- To run successful and profitable hotels through effective means of internal control and to develop a cost conscious mentality amongst employees.
- To motivate employees by training and growth opportunities.
- To welcome guests in a courteous, personable and yet unimposing manner.
- To make guests feel relaxed, and valued in a “home away from home” ambiance.



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Sales & Marketing

SALES

- ✓ Warwick International Sales Offices around the World with professional sales executives, who identify and secure sales opportunities on behalf of Warwick International Hotels' members (Leisure, Corporate & Mice).
- ✓ Warwick International Hotels participates at major international tradeshows.
- ✓ The Warwick Collection organises each year showcases and road shows in main cities.

MARKETING

- ✓ Warwick International Hotels has a strong media plan for advertisements & PR includes presence in Trade publications, business destination, In-flight Magazines,....
- ✓ **Collateral:** Worldwide Directory, E-directories, Hotel Listing Cards, Resort & Spa Listing Card.
- ✓ Brand New website with 10 to 15 pages per hotel.
- ✓ Partnership with main Consortia,.....
- ✓ E-Newsletters, B to B (TA's, Meeting Planners) and B to C (Individual Travellers).



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Distribution

GDS

Warwick International Hotels exclusive GDS code: WK.

Seamless connectivity to all GDS (Global Distribution Systems) platforms: Sabre, Galileo, Amadeus and Worldspan.

Real-time availability, rates for immediate confirmation of reservations to 495.000 travel agents around the world.

IDS

IDS (Internet Distribution Systems) offers real time connectivity with approximately 1.200 Internet web sites specialised in hotel reservations.

Warwick Web booking engine + booking engine for mobile phone.

VOICE

Call Centers for « voice » reservations are available worldwide.

The call centers offer clients the possibility to have specialized reservation agents on the phone, in their own language and time zones. Reservation specialists are fully trained, not only on hotels, but also surroundings, locations and points of interest.

WIH Toll free from:

11 European Countries +00 800 2033 2323

U.S.A. and Canada +1 800 203 3232

Australia & New Zealand:+00 800 203 32323

+ 4 worldwide Call Centers (+41 Countries)



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Warwick in one word

Owned & Managed Hotels

18 Hotels & Resorts around the world.

WIH member Hotels

32 Hotels & Resorts around the world.

TOTAL of Rooms

Over 6.500 rooms.

Production Figures (YTD Oct. 2011)

2011 CRS revenue:

+6 % vs. 2010.

2011 CRS room nights production:

+ 2.2 % vs. 2010

2011 warwickhotels.com revenue:

+6 % vs. 2010

**warwickhotels.com had over 700.000 visitors
in 2011.**



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Contacts

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