



WORLDWIDE COLLECTION OF DISTINCT HOTELS & RESORTS KEEPING INDEPENDENT HOTELS ON THE MAP!

A DIFFERENT KIND OF EXPERIENCE

K Hotels is a one-of-a-kind representation company. We offer independent hotels around the world a unique opportunity to be part of a highly-regarded community with targeted global exposure through individually-customized, affordable sales, marketing, electronic distribution and concierge services. The K Hotels goal is to promote the specific qualities that make our hotels great. We facilitate every opportunity to establish relationships within the travel industry & increase worldwide exposure for our chic collection.

What makes K Hotels stand out is the fact that we offer all the benefits of a large hotel group while allowing each property to maintain an individual identity, standards of service and unique style. Our vibrant, passionate and energetic team delivers the absolute highest-quality services and solutions available in the market when it comes to enhancing guest experiences, increasing bookings, and elevating hotel perceptions worldwide.

OUR COLLECTION

K Hotels maintains one of the world's finest collections of independently-owned boutique hotels. Quite simply, we have developed a community and network that includes some of the most memorable independent hotels in existence. Our current portfolio includes over 50 three-, four- and five-star hotels throughout the world in many of the world's most popular destinations. Our Collection is selective & intimate so that we are able to provide value-added services & maintain a personal relationship with each property.

THE K HOTELS ADVANTAGE

- K Hotels is one of the select hotel companies that represents only independent hotels, therefore we are able to tailor our services based on their individual needs, marketing plans and budget.
- Properties in the K Collection are able to draw on our aggregated resources which enables them to compete on an even playing field with mega hotel brands.
- Our private label **KH Chain Code** has recently achieved a 40% growth year to year.
- Our dedicated worldwide sales team has over 100 years of hospitality experience as well as some of the strongest relationships within the travel industry.
- We maintain an optimized and bookable consumer website at www.K-HOTELS.com.
- Our Collection is promoted through regular marketing & public relations campaigns.
- A global community of independent hotels for cross-promotion & networking.

STRATEGIC PARTNERSHIPS

K Hotels is committed to building strategic alliances with industry leaders and has developed long-standing sales relationships with corporations and their travel partners.

- **American Express Preferred Extra's Hotel Program:** KH Chain code members are able to receive preferred placement and exposure to American Express Travel Agents worldwide, booking over one billion dollars annually.
- **TravelCLICK:** Our electronic distribution partner is a leader in GDS distribution and offers the award-winning iStay web-booking engine.
- **Corporate Travel Partners** include AIG, Tzell Travel, Universal Entertainment, Interpublic Group, Boeing and Time Warner and many more.



“K HOTELS HAS PROVEN ITS VALUE TIME AND AGAIN. AS HOTEL OWNERS, WE EXPECT A LOT FROM A SALES & MARKETING TEAM & CONTINUALLY DEMAND THE BEST. THEIR FOCUS ON “DISCOVERING” & MAINTAINING BUSINESS HAS PROVEN RETURN ON INVESTMENT FOR ALL THREE OF OUR HOTELS.”

- RICHARD HAM, OWNER, CASA RESORTS INTERNATIONAL

WORLDWIDE EXPOSURE FOR THE INDEPENDENT HOTEL

All K Hotels members are independently-owned and operated allowing for a unique diversity and personality found throughout the Collection. As the sales, marketing, and technology partner to these boutique hotels, K Hotels generates worldwide exposure to its members through:

- Regular sales calls to top travel planners
- Well-respected private label GDS code: KH
- Online booking on an optimized website
- Extensive guest and travel agent database
- Revenue/GDS management support
- Public Relations & promotional opportunities
- Participate in worldwide industry tradeshows
- Industry associations including HSMIAI, NBTA, MPI, LABTA, HEDNA and Luxury Travel
- Group and Corporate account access & management
- Customized Internet presence for each member
- Regular email and social marketing campaigns
- Web-accessible database of corporate, leisure and group account information
- Inclusion in K Hotels bi-annual In-room directory
- Annual Member events & worldwide sales blitzes
- “365 Around The World” Luxury Concierge Services
- “KH Around the World” website powered by *Expedia*

CUSTOM-TAILORED MEMBERSHIP

K Hotels has the unique ability to devise creative solutions for independent hotels to generate revenue cost-effectively, that is why we offer several options regarding representation based on your property’s individual needs.

Full Representation:

Notice the difference through our well-known **KH GDS Code**, which has over 15 years of travel professional loyalty, powered by the leader in online distribution, *TravelCLICK*. With full representation your property will benefit from all of our completely tailored sales, marketing, public relations, events, promotional and revenue management assistance.

Sales & Marketing Only:

If you are content with your current GDS provider, you may still benefit from our comprehensive sales and marketing solutions including direct sales, participation in events & tradeshows as well as inclusion in our sales collateral, in-room directory and on our bookable consumer website.

Web Only:

Your property can be added to our continually-optimized, bookable website. This options includes indirect sales activity or a la carte inclusion in K Hotels collateral, marketing, or events. K Hotels earns commissions on all bookings.

CONTACT INFORMATION

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KH
PREMIER GDS CODE

