



## **PRESS RELEASE**

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### **Collect points while you're asleep**

New DeutschlandCard partner: Grand City Hotels & Resorts

Starting September 3, 2009, DeutschlandCard holders will be able to collect points while they are asleep: Grand City Hotels & Resorts is the new partner of the multi partner loyalty programme DeutschlandCard. Each euro spent by visitors on accommodation, food or wellness can be converted into a point. Points already accumulated can now be redeemed against vouchers for accommodation, restaurant services, family celebrations or meetings in all participating Grand City Hotels.

More than 70 Grand City hotels are spread across Germany and run under the brand names of Holiday Inn, Radisson Blu, Park Inn, Best Western, Novotel, Mercure, Ibis and Ramada or under the own brands of Grand City Hotel and Mark Hotel. Whoever is interested in collecting points but does not yet own a DeutschlandCard, will, as of mid-November, be able to obtain these directly at the hotels and collect points from their first night onwards.

Grand City Hotels & Resorts follows L'TUR and Hertz as the third tourism partner for the DeutschlandCard programme. "With Grand City Hotels & Resorts we offer our participants a further possibility to use their DeutschlandCard during a holiday or a business trip," says Markus Lessing, CEO of DeutschlandCard. "And with this, Grand City Hotels & Resorts perfectly complements the other DeutschlandCard partners." Sven Doliwa, Vice President Commercial Grand City Hotels & Resorts says: "Our involvement in the DeutschlandCard programme is a benefit to all: our clients are rewarded for their loyalty and receive an additional bonus. And we look forward to welcoming new travellers and introducing them to our vast range of offerings."

The DeutschlandCard was launched in March 2008 and in collaboration with its partners, offers more than 5.5 million participants the possibility to quickly collect points and redeem them against valuable objects or unforgettable experiences. Furthermore, participants can sponsor their points to a charitable organisation.

#### **Background information on the DeutschlandCard**

Under the slogan "Für Dich, Deutschland. Deine Bonuskarte" (For you, Germany. Your loyalty card.), more than 5.5 million participants of the loyalty programme DeutschlandCard are collecting points at participating stores of the partner companies such as EDEKA and Marktkauf, Deutsche Bank AG, gesund leben chemistries, last-minute travel specialist L'TUR, porta furniture stores, ABELE-Optik, Hertz car rental, Grand City Hotels & Resorts, regional partners as well as a current total of 150 online partners. Consumers can then redeem collected points against high-quality premiums such as objects or experiences, or they can be donated to charitable organisations in Germany. The multi partner loyalty programme offers its partners effective and efficient customer relationship management. Participating companies improve their customer loyalty, gain access to new target groups and increase market recognition. The DeutschlandCard GmbH, operating company of the multi partner loyalty programme DeutschlandCard is a subsidiary of the international media and communications service provider arvato AG, and launched a new multi partner bonus programme on March 3, 2008. DeutschlandCard GmbH is located in Munich. Further information can be found at [www.deutschlandcard.de](http://www.deutschlandcard.de).



#### **Background Information on Grand City Hotels & Resorts**

The Berlin-based management company, Grand City Hotels & Resorts currently represents more than 70 hotels in Germany and the Netherlands. The hotels are operated under renowned brands such as Holiday Inn, Radisson, Park Inn, Novotel, Mercure, Ibis Etap, Best Western and Ramada or under the Group's own brand Grand City. Additionally, a strategic alliance exists with Mark Hotels. Grand City Hotels GmbH provides management support in the fields of overall management, coordination between franchisor and owners, sales & marketing, revenue management, supervision, controlling, business development, e-commerce and acquisitions. Through partnerships with international sales agents Aviareps, Celebrations and Hosmark, Grand City Hotels & Resorts GmbH is represented globally. Further information on the hotel portfolio can be found at [www.grandcityhotels.com](http://www.grandcityhotels.com).

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