



GRAND CITY

HOTELS & RESORTS

PRESS RELEASE

Grand City Hotels & Resorts appoints max.PR with media and public relations work

- Expansion plans of management company require a new sales strategy
- Bad Homburg-based PR agency max.PR brings a 10-year expertise in hotel business

Berlin, February 2010. Germany's leading hotel management company, Berlin-based Grand City Hotels & Resorts, has appointed PR agency max.PR with its media and public relations work. The Bad Homburg-based agency, which draws on ten years of experience in the hotel and tourism business, will be responsible for all of the company's corporate communications, with immediate effect. "We are aiming for a greater level of media presence due to our expansion plans in Germany from currently 80 to 120 hotels within the next two years," says Sven Doliwa, Vice President Commercial Grand City Hotels & Resorts. "Additionally, we are planning a number of marketing projects and sales initiatives that require a new communications strategy. We are convinced that we have found a strong partner in max.PR, who will support us in realising our medium to long-term goals." In addition to managing the corporate PR of Grand City Hotels & Resort, max.PR will also adopt all press communications for affiliated hotels.

Grand City Hotels & Resorts – Germany's leading hotel management company

With currently 80 hotels in Germany and the Netherlands, Berlin-based Grand City Hotels & Resorts is the leading hotel management company in Germany. Grand City Hotels & Resorts has more than 10,000 hotel rooms and records almost 2,5 million guests . The hotels in the two- to four-stars plus segment are operated under renowned brands such as Radisson Blu, Mercure, Best Western, Holiday Inn, Four Points by Sheraton, Ramada, Ibis and many other, or under the Group's own brand Grand City Hotels. Grand City Hotels GmbH provides management support in the fields of overall management, coordination between franchisor and owners, sales & marketing, revenue management, purchasing, controlling, business development, e-commerce and acquisitions. Grand City Hotels & Resorts is represented globally through partnerships with international sales agents Aviareps and Hosmark. Further information on the hotel portfolio can be found at www.grandcityhotels.com.

Cross reference: You can request additional images of Grand City Hotels & Resorts at marketing@grandcityhotels.com

Address: Grand City Hotels GmbH, Kurfürstendamm 207-208, 10719 Berlin, Telefon 0 30-88 70 88-0, Fax: 0 30-88 70 88-111, email: info@grandcityhotels.com, Internet: www.grandcityhotels.com

Press contact: max.PR, Sabine Dächert, Berliner Strasse 17, 61348 Bad Homburg, Telefon: 0 61 72-12 33 52, Fax: 0 61 72-12 33 54, email: daechert@max-pr.eu, Internet: www.max-pr.eu