



## PRESS INFORMATION

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## **LUXE WORLDWIDE HOTELS LAUNCHES NEW WEBSITE:** [www.luxehotels.com](http://www.luxehotels.com)



*Los Angeles, CA (October 14, 2008)* — Consumers looking to book a luxury hotel across the U.S. or around the world need look no further than the new website just launched by Luxe Worldwide Hotels: [www.luxehotels.com](http://www.luxehotels.com).

The new site offers consumers, travel agents, and meeting planners a beautiful, user-friendly experience to book the more than 200 properties which are members of the exclusive Luxe Hotels brand.

All of the hotels in the Luxe Worldwide Hotels portfolio are independently owned properties. They are definitely not your typical cookie-cutter chain hotels - each has a soul, a distinctive personality, and a unique story to share. All the properties in the Luxe Worldwide Hotels portfolio are selected for providing an impeccable level of service in an historical location or extraordinary setting, feature unique architecture or compelling design, and offer a sense of place.

## **BENEFITS OF THE NEW WEBSITE AT [WWW.LUXEHOTELS.COM](http://WWW.LUXEHOTELS.COM)**

Visitors logging on to the Luxe Hotels website will find the following enhancements:

- New page design with wide-screen layout.
- Rich visual content with flash animations, video, and visual galleries to showcase each of the Luxe member properties.
- Easy-to-use navigation to search for a hotel, locate details on facilities and services, and make a booking.
- Interactive mapping and hotel directions using Google Maps API.
- Luxe "Top 10 Must See Attraction" recommendations for each hotel in the collection which provides the consumer with recommendations on what to see and do while staying at the hotel.
- A "Special Offers" section highlighting various packages at Luxe member hotels as well as an opportunity to sign-up to become a member of the Luxe Worldwide Hotels community to receive new hotel announcements and exclusive offers for Luxe Hotels.
- An online request process to submit information regarding a social event, destination wedding, or other special affair and have bids sent from all selected Luxe Hotels for this event.
- Special sections geared toward travel agents and meeting planners who can also fill out and submit an online RFP.

The new site was designed by Hospitaly eBusiness Strategies, Inc. (HeBS).

### **ABOUT LUXE WORLDWIDE HOTELS**

Luxe Worldwide Hotels features an impressive portfolio of nearly 250 independently owned and operated, award-winning hotels in the best locations around the globe. The properties include Canyon Ranch Resorts; Establishment Hotel in Sydney, Australia; and Murano Urban Resort in Paris, France. Every Luxe Worldwide Hotel offers guests an individual sense of style and an attention to detail that goes way beyond pure utility -- some are luxurious, some exotic, some eccentric. Each hotel is as individual as the hotelier who owns and manages it, but all share a commitment to exceed and anticipate a guest's needs and pamper them completely. At Luxe Worldwide Hotels, it's not just about the luxurious surroundings, it's about how we make a guest feel while in residence. For more information on Luxe Worldwide Hotels, visit [www.luxehotels.com](http://www.luxehotels.com) or call 1-866-LUXE-411.

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