



ROCCO FORTE HOTELS

PRESS RELEASE

ALL THREE GERMAN ROCCO FORTE HOTELS ARE NOW PART OF THE LEADING HOTELS OF THE WORLD

September 2019 –Rocco Forte Hotels, the prestigious family-run hotel group led by Sir Rocco Forte, is proud to announce that all three German hotels are now part of The Leading Hotels of the World.

Joining Hotel de Rome, who has been a member of the organisation since 2006, is Rocco Forte's Charles Hotel, Munich and Villa Kennedy, Frankfurt. It was the successful collaboration with the existing Rocco Forte hotels in London, Brussels and Berlin that convinced Frank Heller, Regional Director Germany that entering into this partnership was the right move for The Charles Hotel in Munich and Villa Kennedy in Frankfurt. "Rocco Forte Hotels and The Leading Hotels of the World both stand for top quality, professional service and individuality throughout Europe and beyond. For me, these shared values are a guarantee for a profitable cooperation, and I'm confident that our brand will win over the clientèle of The Leading Hotels of the World."

The Leading Hotels of the World, with its headquarters in New York, is a globally recognised collection of leading luxury hotels. It brings together 400 prestigious hotels, resorts and spas under a single umbrella brand, and since 1928 its members have been committed to implementing a joint quality management system. Every member has to undergo regular inspections to meet exacting standards. During inspections hundreds of criteria are assessed, ranging from product standards to codes of conduct. The quality criteria catalogue of The Leading Hotels is the most comprehensive in the industry.

"It is a pleasure to welcome The Charles Hotel Munich and Villa Kennedy Frankfurt to The Leading Hotels of the World," said Deniz Omurgonulsen, Vice President, Membership, The Leading Hotels of the World. "The properties are true icons of their destinations. Their commitment to quality and distinctive attributes makes them an ideal fit for Leading Hotels' discerning travelers. Both Leading Hotels and Rocco Forte Hotels believe in the art of independent luxury hotel keeping, and we are delighted to



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further grow our longstanding relationship with Rocco Forte Hotels with the addition of these exceptional properties.”

Notes to editors:

The Charles Hotel Munich, a Rocco Forte hotel

<https://www.roccofortehotels.com/hotels-and-resorts/the-charles-hotel/>

Villa Kennedy Frankfurt, a Rocco Forte hotel

<https://www.roccofortehotels.com/hotels-and-resorts/villa-kennedy/>

Hotel de Rome Berlin, a Rocco Forte hotel

<https://www.roccofortehotels.com/hotels-and-resorts/hotel-de-rome/>

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The Rocco Forte Hotel Group consists of: Hotel de Russie, Rome; Hotel Savoy, Florence; The Balmoral, Edinburgh; Hotel Astoria, St. Petersburg; Hotel Amigo, Brussels; Brown's Hotel, London; Villa Kennedy, Frankfurt; Hotel de Rome, Berlin; The Charles Hotel, Munich; Verdura Resort, Sicily; Masseria Torre Maizza, Apulia, Hotel de la Ville, Rome. New hotels opening shortly: Shanghai in autumn 2019, Palermo in 2020

About The Leading Hotels of the World, Ltd. (Leading Hotels)

Comprised of more than 400 hotels in over 80 countries, Leading Hotels is a collection of uncommon luxury hotels. Rooted in the locations in which they are found, members embody the very essence of their destination. Through varied styles of architecture and design and distinct cultural experiences enhanced by passionate people, the collection is for the curious traveler looking for their next discovery. Established in 1928 by several influential and forward-thinking European hoteliers, Leading Hotels has a nine-decade-long commitment to providing remarkable, authentic travel experiences. The company selects only hotels that meet its high standards for quality and distinctiveness, resulting in a curated portfolio of hotels united not by what makes them the same, but the details that make them different.

Rocco Forte Hotels Germany

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Leaders Club is the company's exclusive tiered guest loyalty program, consisting of like-minded travelers seeking uncommon travel experiences. The program provides its members with personalized service and exclusive travel benefits to enhance their stays at any Leading Hotel around the world. For more information visit: www.lhw.com, Facebook @LeadingHotels, Twitter @LeadingHotels, and Instagram @leadinghotelsoftheworld