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### **Desires Hotels Adds Interactive Guest Comment Section to Boutique Properties' Web Sites**

Miami, Nov. 02, 2007– Desires Hotels announced today that it has added an interactive guest comment section on each of its hotels' Web sites. The interactive guest comment section, located on the home page of each Desires' Hotel's Web site, is designated by the universally known smiley face icon.

The guest comment section allows visitors to the hotel to share their experiences about their stay on-line so prospective customers can benefit from them. Previous guests post their comments about the hotel, their favorite local restaurants, the best shopping area, the best tours to take, the must-see places to visit as well as uploading candid photographs.

"Travel research has shown that consumers are more likely to trust a guest's view point about a particular destination they have visited. Utilizing a customized Consumer Generated Media (CGM) solution at our hotels is invaluable in providing our customers with real life experiences," said Doug Carrillo, senior vice president of sales and marketing for Desires Hotels. "Providing this type of service to our future guests is one of the ways we strive to make every stay a memorable one. "

#### **About Desires Hotels**

Desires Hotels is a Miami-based hotel management company which provides a wide range of services to both institutional and individual owners of independently branded modern boutique hotels in the United States and Caribbean. The Desires portfolio currently includes the award-winning 93-room Sagamore Hotel, the 66-room Wave Hotel, the 83-room Circa 39,

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the 40-room Hotel Astor, the 62-room Betsy Ross Hotel, the 24-room St. Augustine Hotel and the 87-room condo hotel The Strand Ocean Drive in Miami Beach, Fla.; the award-winning 76-room San Juan Water & Beach Club Hotel in San Juan, Puerto Rico, the 110-room Glenn Hotel in Atlanta, Ga., and the recently opened 235-room Hotel Mela in New York City, NY.

For more information about Desires Hotels, call (305) 577-8484 or visit [www.desireshotels.com](http://www.desireshotels.com).