



### **Desires Hotels Offers a New Trip Planning Feature to their Web site**

Create Personalized Itineraries for New York City, Miami and San Juan

NEW YORK, NY February 17, 2009 — [Desires Hotels](#), a modern boutique collection, is launching a new feature to their innovative website called “Plan Your Trip.” This unique tool allows you to create a personalized trip itinerary in just a few clicks by using the Quick Planner, Themed Visit, or Dream Trip options. Select your favorite interests and attractions, and a complete and customized itinerary will be designed based on your individual preferences.

Want to escape for a weekend with your significant other? The planner will develop a list of restaurants, attractions, and must-sees sure to make your romantic getaway truly unforgettable. Traveling on a budget? We offer lists of activities, including hours when museums are free and recommended events and street fairs where it is not necessary to purchase tickets. Traveling with the entire family? Find zoos, ice cream shops and other child-friendly attractions within close proximity to the hotel. The Dream Trips category provides preselected itineraries from experts who know the destination well, making you feel like you are touring with an insider’s point of view.

The three cities where you can create itineraries for your Desires Hotels stay are New York, Miami and San Juan. “Adding the trip planner tool to our website provides an added-value to our guests,” says Doug Carrillo, Senior Vice President of Sales & Marketing for Desires Hotels. “Our boutique hotels deliver unexpected amenities in stylish settings, and this new feature underscores our commitment to personalization which now carries over to our website. By providing a complete range of interactive features, Desires Hotels.com ensures a highly personalized experience from beginning to end.”

### **About Desires Hotels**

From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, to the cobbled adoquine streets of Old San Juan, or right in the heart of Times Square, Desires Hotels is a unique collection of independently created modern boutique hotels. High in style, distinct and creative, each of these lifestyle hotels have one-of-a-kind architecture and interior design, allowing guests to expect just as much

from their hotel as they do from their destination. Savvy travelers seeking a lifestyle-oriented experience will appreciate the “Your Desires” program that tailors a unique experience to every guest. Desires Hotels deliver unexpected amenities in stylish settings.

For more information about Desires Hotels and their locations, call 866-593-4330 or visit [Desireshotels.com](http://Desireshotels.com).

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