



Desires Hotels, A New Modern Boutique Collection, Launches Desireshotels.com

Delivering Unexpected Amenities in Stylish Settings

NEW YORK, NY September 24, 2008 — Desires Hotels, a collection of independently created, modern boutique hotels, has just launched their new, comprehensive website. The brand boasts an unwavering commitment to service, unique architecture and design, and delivers unexpected amenities in the most stylish settings. Whether it be the world class art collection at The Sagamore in Miami Beach, the rooftop lounge at the San Juan Water and Beach Club, or The Mela Hotel, just steps from Times Square, each of the Desires Hotels provide a unique experience through their own aesthetic and design. Just as color slowly washes over the images on the website, we invite you to color your experience however you wish. Whether you take in the aqua blue waters of Miami Beach while at The Betsy or the golden dome of Atlanta's City Hall atop the rooftop of The Glenn Hotel, we offer every opportunity for you to find comfort and sophistication catered directly to your desired preferences.

The site features everything you need to make your stay at a Desires Hotel anything but ordinary. With the ability to book reservations directly through the website, guests will have exclusive access to podcasts that outline current events in and around each hotel, specialized music playlists, virtual tours, special offers and packages, and a host of other features, making DesiresHotels.com among the most innovative in the industry.

Savvy travelers seeking a lifestyle-oriented experience will appreciate the "Your Desires" loyalty and concierge program which ensures that every guest has an exceptional experience. The unique and individualized loyalty program is designed to provide special care and attention to guests before they even arrive at the hotel. Create your personalized profile on the website to ensure that no detail is overlooked throughout your stay. Whether you seek information on popular museums, cultural events, the latest restaurants, business accoutrements or nightlife, a special Manager of Desires will ensure that all of your personalized preferences are arranged before you arrival. Guests who register for the program online, will become privileged members, receiving an extra-ordinary level of service that goes above and beyond that of a normal concierge service.

We recognize that beautiful hotels must be combined with attentive yet unassuming service. For both leisure and business travelers alike, Desires Hotels are poised to cater to the needs of each and every client. Simple touches can turn an ordinary stay into an extraordinary experience, and Desires aims to provide a level of service to help make your stay as comfortable and enjoyable as possible. Log onto DesiresHotels.com to explore the vast array of opportunities available to you before booking your stay at a Desires Hotel or call 866.593.4330.

About Desires Hotels

From the neon lights on Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the Georgia Aquarium in Atlanta 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.

Press Information

KVD Communications, LLC
419 Lafayette St.
New York, NY 10003
646.723.4338

Kathleen Duda	Managing Director	kathleen@kvdcom.com
Clifford Blodgett	Account Executive	clifford@kvdcom.com