



### **Desires Hotels Adds New Modern Boutique Hotel in Medellin, Colombia**

*The Charlee Is The First Addition To Desires Hotels International*

New York, NY, July 17, 2009 – Miami Based, [Desires Hotels](#) announces the latest addition to their modern boutique collection, The Charlee in Medellin, Colombia. [The Charlee](#) outshines its Colombian hospitality counterparts by offering services and facilities unrivaled in the country. The 44-room hotel also features the first rooftop pool bar and VIP Ultra Lounge in the country. Guest facilities at The Charlee include a five-star restaurant, a 2,150 square foot state of the art health club, 24-hour room service, and a fully equipped spa. Guest room and suite amenities include iPod docking stations and 42-inch plasma televisions. Known as the city of “Eternal Spring,” Medellin’s average temperature is a perfect 72 degrees and is a perfect business or leisure destination. Colombia also boasts both Atlantic and Pacific coastline and is experiencing one of the highest tourism growth rates in the world.

The Charlee represents the first Desires Hotels International property, the division of the collection that was launched in June 2009 signifying the company’s expansion into foreign borders. Located in the fashionable Parque Lleras, The Charlee is Colombia’s first boutique hotel property and is scheduled to open its doors in the Summer of 2010. Coupled with the leading hotel management company of Desires Hotels, The Charlee will be able to showcase its innovative, groundbreaking style in an advantageous manner. “Desires Hotels, while continuing delivering unexpected amenities in stylish settings, looks beyond current limitations to set a precedent of redefining international travel trends,” says Raul Leal President/Partner of Desires Hotels.

Desires Hotels offers complete hotel management solutions and an established infrastructure in order to provide greater exposure in the global marketplace. Named the “Best Hotel Management Company” by *Lodging Hospitality Magazine* in 2008, the modern boutique hotel collection has created a sustainable business model that not only weathers the current economic climate but will transfer to international destinations. Through a variety of strategic partnerships, an innovative website, and loyalty program, owners and developers are able to take advantage of the well established benchmarks of other properties within the collection. “Based on the success of the Desires Hotel collection in the US, the interest from international hotel owners has been overwhelming,” says Gary L. Sims Executive VP/Partner of Desires Hotels International, “Our ability to bring the full spectrum of brand and management expertise to

virtually any worldwide location has positioned Desires Hotels as a very unique option for these owners.”

Additional projects in the pipeline for Desires Hotels and Desires Hotels International include properties in Portugal, Belize, Dominican Republic, Cape Verde Islands, Montenegro and Argentina.

### **About Desires Hotels**

From the neon lights of Ocean Drive in South Beach to the Harley-Davidson Museum in Milwaukee, from the iconic Delmar Loop in St. Louis 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 The Charlee, Desires Hotels, and their locations, call 866-593-4330 or visit [www.desireshotels.com](http://www.desireshotels.com).

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