

 LUXURYDREAM**HOTELS**
Travel Inspiration

PRESS KIT 2013



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LUXURY DREAM HOTELS

A world with the most beautiful hotels is at your beck and call...

luxurydreamhotels.com, the first internet site in the world to present a selection of 400 exceptional hotels with **rare and unique video and editorial material**.

Five innovative principles highlight its originality:

- **an exclusive collection** of luxury hotel videos
- independent and updated **editorial content**
- a simple and intuitive **commercialization tool**
- **a blog dedicated to discovering** the latest news of the hotel world
- **active presence** on all screens and social networks



luxurydreamhotels.com





A PASSPORT TO A DREAM

Start dreaming about a future holiday

The creators of Luxury Dream Hotels have designed an upscale portal enabling users in search of an out of the ordinary holiday, to journey through the world and share with them, their passion for exceptional and unusual hotels.

luxurydreamhotels.com's goal is to give users a sense of what is in store for them before they leave home. The site therefore contains a collection of **400 unique and exclusive videos** and more than **25,000 photos**, along with a wealth of information concerning the hotels and their environments. During the course of 2013, 150 new videos will be added to the collection.

Independent or chain hotels, with or without labels, are selected, applying rigorous standards and in total freedom in order **to respond to the aspirations of each individual and his or her definition of luxury.**

luxurydreamhotels.com provides a simple, irreproachable service, guaranteeing **the best available rates** and exclusive advantages for its users. The site employs **Pegasus technology**, a world leader in the hotel industry in terms of connectivity between reservation systems. The objective is for users to feel totally confident about their booking and to know that they are considered to be privileged guests.



A SHOWCASE OF THE WORLD'S MOST BEAUTIFUL HOTELS

An environment where one finds dream hotels and exceptional guests

Luxury Dream Hotels was born out of the desire of its creators to put together under one portal, a collection of the world's most exclusive hotels, all selected for their audacity and unique personality. They embody **history, aesthetics, an exceptional location, and a breathtaking concept.**

Eco-lodges at the end of the world, prestigious palaces, design or boutique hotels, traditional North African riads, unforgettable spas,

mountain resorts, and exceptional restaurants are all among the **finest addresses in the world** proposed by Luxury Dream Hotels.

To enrich its collection day after day, Luxury Dream Hotels continues its quest throughout the world for the latest concepts, newly opened establishments and trendy spots.

FOCUS ON CUSTOMER EXPERIENCE

An invitation to an online journey

In a more and more saturated online market, luxurydreamhotels.com reveals its difference via its rich interface.

Optimized for intuitive navigation, the site gives internet users a **unique content** concerning the hotels and destinations. The ultimate objective is to create an **immersive environment** in which the user experiences an initial journey into the very heart of a future holiday.

The site will soon offer themes presented in the form of permanent or temporary collections, destination suggestions and special offers, all designed to facilitate research and inspire the user.

luxurydreamhotels.com accompanies the client throughout his or her visit including the reservation process. For the latter, the site proposes a simplified email service, an FAQ heading, and reservation by telephone service. Users also benefit from a personalized interface based on their previous visits.



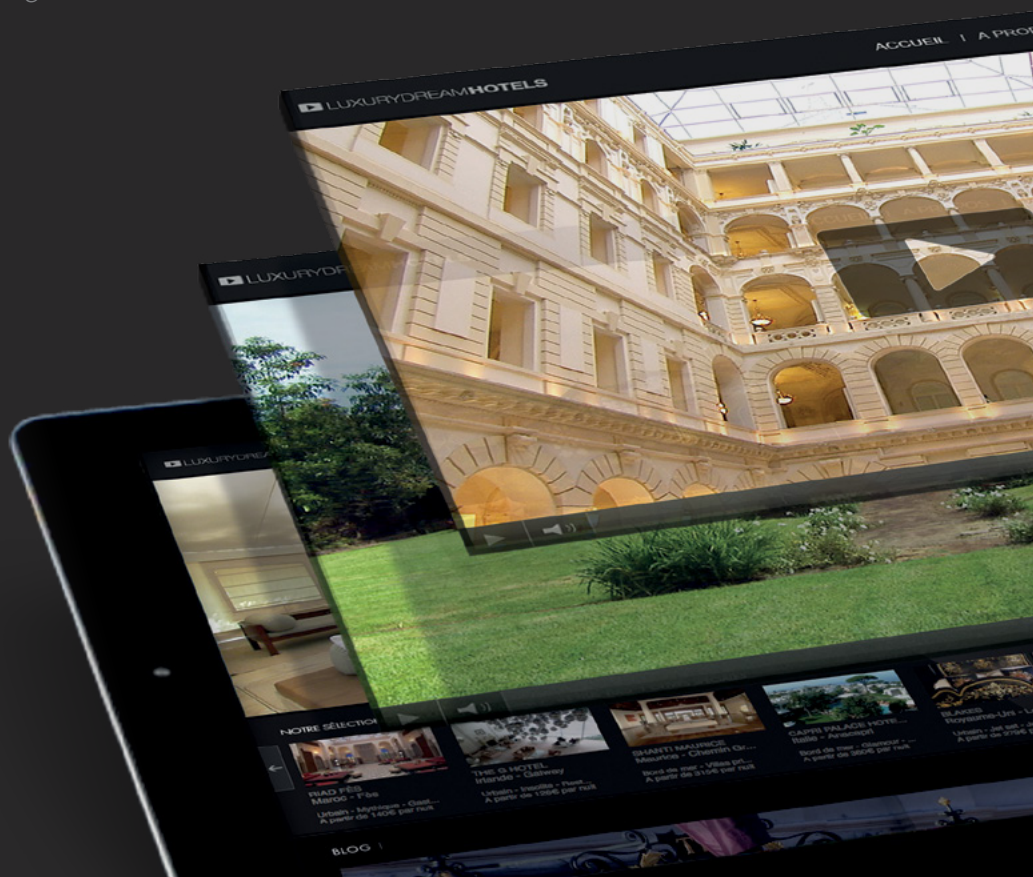
VIDEOS, AT THE HEART OF THE RESERVATION SYSTEM

More than 400 films in high definition can be seen via streaming

Nowadays, clients are defined by their spirit of expertise and their ability to appreciate, according to their own criteria, the quality of the holiday that awaits them. **Photos and videos play a primary role in their selection.**

No other player in the online hotel trade however, is capable of responding to this immediate **need for visual and written data.**

The creators of Luxury Dream Hotels are media professionals with a passion for the living image and for travel, and have spent years filming throughout the world. Today, they offer users an **outstanding database of exclusive 6- to 12-minute videos in high definition** presenting each of the hotels in the collection. Using the **storytelling** principle, the films take users to the heart of the hotels and their surroundings.



.FOX NETWORKS, A WORLD DISTRIBUTION PARTNER

Unique public exposure

Another of Luxury Dream Hotels' innovations is its association with .FOX Networks, a division of FOX International Channels, **one of the world's largest digital publicity networks.**

This **exceptional partnership** with FOX International Channels, the largest theme group including **183 channels and 166 territories**, offers **unique exposure** to all the hotels present on the site.

By accenting accessibility and sharing its contents with the sites of .FOX Networks' partners, **Luxury Dream Hotels can make available to a targeted public, the wealth of its video content, increase audiences, re-direct an important traffic and generate sales reservations** thanks to a booking button on the player.

Built around the Fox group's television channels, the network of specialized Fox Travel sites brings together important members of the e-tourism sector. Considered to be the most powerful in its category as well as the most selective in the area of specific travel targets, this collection of sites unites a large CSP+ audience of **more than 380 million potential monthly streams.**



ORIGINAL AND UPDATED EDITORIAL CONTENT

Independent reporting by specialized journalists

luxurydreamhotels.com guarantees regular updating of its original contents. Contributors consist of journalists and filmmakers specializing in the international hotel trade as well as world travellers, thus providing the site with **professional quality information**.

Theme files organized by destination contain everything the traveller needs to know. There are also specific sections for recommendations and advice by the editorial staff.

Luxury Dream Hotels is like a **veritable luxury travel magazine** with the added advantage of being able to consult it online in either English or French.

▶ Above: L'ALPAGA | Megève, France

▶ Below: LE BRISTOL PARIS | Paris, France



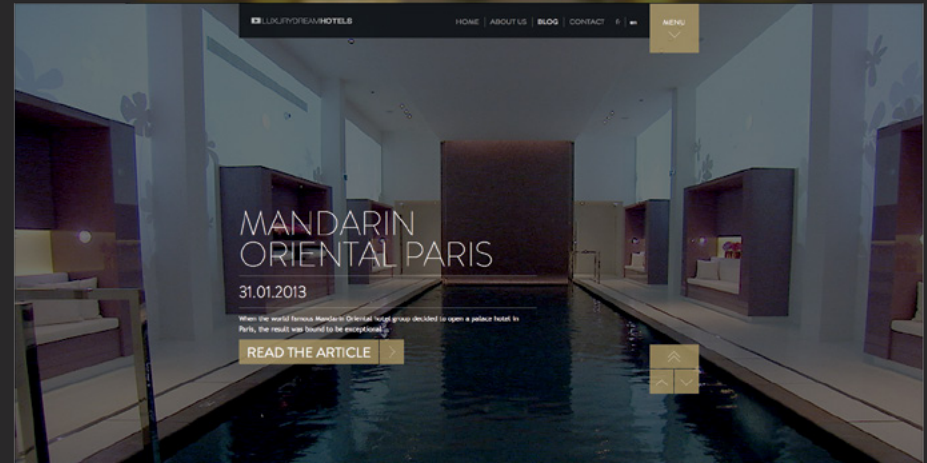
THE BLOG, AN UPSCALE SOURCE OF INFORMATION

Read all about the trends in the luxury hotel world

Luxury Dream Hotels' blog is a **media in its own right** on which one can learn the all the latest news concerning the hotels in the collection including openings, new innovations, trends, fashionable places, lifestyle design, glamour, wellness and gastronomy; **a wide range of categories enabling future travellers to better prepare their holiday.**

The user can also consult **interviews** with hotel professionals, sociologists, economists, designers, artists, writers and journalists, all of whom share the same passion for "getting away."

Each interview sheds professional light on its subject. An exclusivity of the blog is a specific VIP section, with **privileged talks** from travel enthusiast celebrities. These personalities, from all walks of life, share their global favorites with internet users.



A SIMPLIFIED ONLINE RESERVATION TOOL

A high performance reservation center for demanding travellers

luxurydreamhotels.com stands out thanks to its carefully designed interface, its pure aesthetics and by the use of the latest technological innovations to **intuitively accompany customers in preparing their holiday**. Designed with total clarity in mind, the site takes users from one section to another according to their desires.

The reservation tool was designed to be **simple and intelligible**, the goal being to assure users of **high quality service and a flawless reservation process**. The best prices are offered as well as exclusive advantages. This center represents a guarantee of quality and reliability for both the customer and the hotel.



LUXURYDREAMHOTELS

1:26 / 2:40



FIND YOUR HOTEL | ON A MAP | BY TYPE

Country

City

Hotel

Travel dates (optional)

Check in

Check out

Adults

Children

Advanced search ▾

SEARCH

MY SEARCH | MY HOTELS | LAST VIEWED



BLAKES
 United Kingdom - Lo...
 City - Jet set - Gardens
 From 279€ per night



BURJ AL ARAB
 United Arab Emirates...
 City - 7 stars - Gastronomy
 From 1,377€ per night

A SOCIAL AND MULTI-SCREEN EXPERIENCE

Creating an ecosystem driven by wanderlust

Luxury Dream Hotels publishes exclusive material on the same wavelength with new technologies and different communication tools.

Like the blog, web users can access all of the site's contents on their **tablets and smartphones** and thus remain connected to the universe of Luxury Dream Hotels.

Luxury Dream Hotels is present on the most popular **social networks**. The pages of Facebook, Twitter and Pinterest enable users to share experiences, travel tips and information, and to **actively engage in a dialogue to enrich the community dynamics** through a synergy between the different platforms.

▶ facebook.com/luxurydreamhotels

▶ twitter.com/mydreamhotels

▶ pinterest.com/mydreamhotels





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