

Travel and Run

Derby Hotels and the triathlete Josef Ajram have designed four routes for our runner clients of Hotel Claris in Barcelona and Hotel Urban in Madrid

Travelling and running have never been as close as now. The practice of running has increased dramatically in the recent years. We could say that *running* is the coolest sport nowadays. And it could have the power to change vacation plans.

Wearing sneakers in a holiday suitcase is something that is becoming increasingly real. Travel and run, at last, have agreed and have found a shared space in Hotel Claris, Barcelona, and Urban in Madrid.

From Derby Hotels Collection we want to promote the practice of this sport and that's why we have joined with Josef Ajram, triathlete and trader, to present four routes for runners who visit Barcelona or Madrid.

A new city experience

Josef Ajram's routes are designed for those who stay in the Hotel Claris and Hotel Urban. "These are the routes that I'd choose for running in Madrid and Barcelona, explains Josef Ajram. For him, running is also "a different way to know the cities". And that is why he has designed routes through emblematic areas of each city. In Barcelona, the route passes along the Avenida Diagonal or Litoral, for example, and in Madrid you can run in el Retiro and Casa de Campo.

Derby Hotels Collection wants to create an experience beyond the sport, wants to experience the city in a different way. Routes, designed for beginners and experienced runners are very flexible proposals that each rider can adapt to their level or available time.

Josef Ajram's recommendation is to run in the less busy hours. According to the triathlete "early in the morning is the best time" as there isn't so much traffic. Josef Ajram recommends eating a piece of fruit before going out and enjoy Derby's buffet breakfast when returning to the Hotel.

"Running in the city is a different way of living every city", says Ajram. And Urban and Claris routes offer this possibility. "They are an original resource for tourists and for people travelling for business," explains Josef Ajram. Moreover, the routes are so easy to follow for those who don't know the city and could get lost.

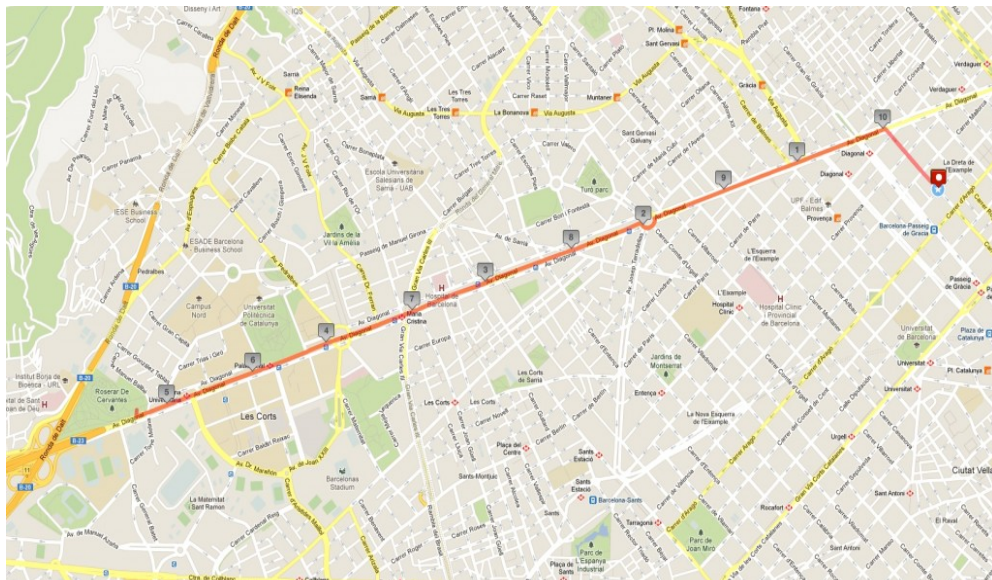
Maps available on Derby Hotels' Facebook – <http://on.fb.me/Yj15Ev>

The itineraries are designed to be affordable and easy to use both for guests and for those interested in accessing them. They can also serve as a channel of communication and exchange of views and advices to users.

The interactive map can be downloaded from phone or computer.

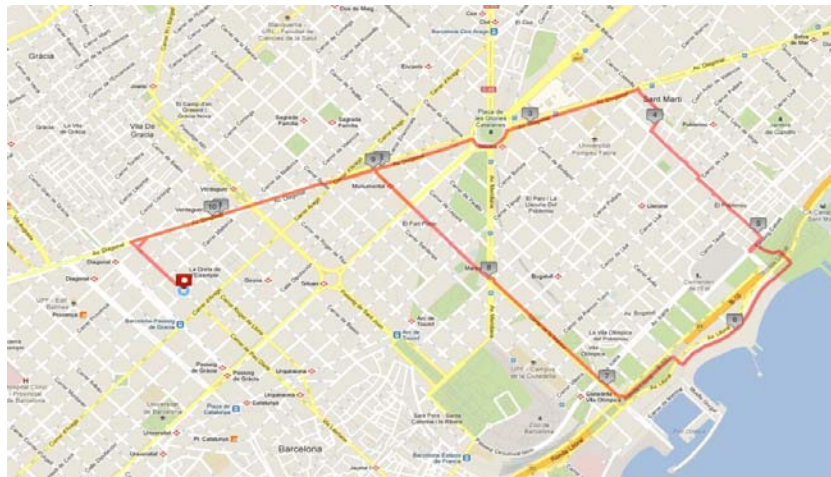
Josef Ajram routes for Derby Hotels Collection

- **Route 1, Diagonal-Cervantes Park:** Route for beginners with little difficulty. It can be done in less than an hour (about 9 km). Starting point is located in Hotel Claris. It is a very easy journey, impossible to get lost because once you reach Diagonal Avenue you don't have to abandon it until you arrive to Park Cervantes. To return to the hotel you just have to follow the same route but in the other way back. Of course, it can be lengthened or shortened for convenience.



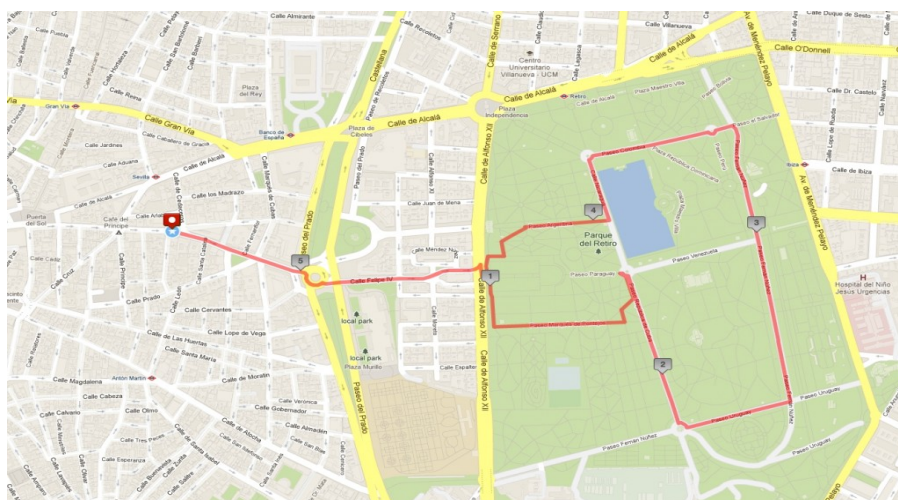
Route beginners Barcelona

- **Route 2, Coastline:** Route to experts from the Hotel Claris part up to Diagonal Av. In this case the route continues towards the Plaza de las Glorias. It is proposed to seek the Rambla del Poble Nou through Castilla Street and Pere IV. Get to the Avenida Litoral down the Rambla del Poble Nou, not-traveled by tourists and very interesting to get to know Barcelona. You can run down the promenade up to the Olympic Village. Return to the hotel going up through Marina's street to the Diagonal. It can be done in an hour.



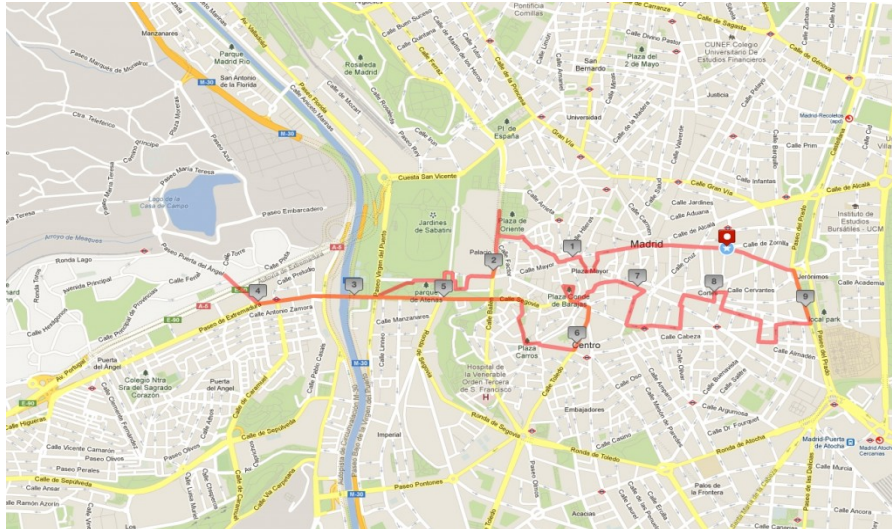
Route experts Barcelona

- **Route 1, Retiro Park:** Route for beginners. A different way of knowing downtown Madrid and also a way to integrate into the “runner” environment of the city. From the Hotel Urban, tour begins east on Highway S. Jerome to Plaza de las Cortes. Follow along Calle Felipe IV to take the Calle de Alfonso XII and finally enter the park by the Marquis de Pontejos Paseo. From this moment the asphalt is allowed to run on land. May extend into the park as much as wants each runner. Josef Ajram’s proposal for those who have more time is to walk around Paseo de la Republica de Cuba, Uruguay Paseo, Paseo Paseo Fernan Nunez and Colombia to return along Calle de Alfonso XII and go back to the hotel.



Ruta para principiantes Madrid

- **Route 2, Casa de Campo:** The purpose of this route is to stroll through the city to get to Casa de Campo. We also offer an interesting tour of the center and some of the city's tourist spots such as Puerta del Sol, Plaza Mayor and the Royal Palace. The route is quite long so it is recommended to experienced runners or those who have more time.



Ruta para expertos Madrid

Check our Facebook to find the interactive maps:

<https://www.facebook.com/DerbyHotelsCollection>

<http://on.fb.me/Yj15Ev>

About Derby Hotels Collection



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#dhc

Founded in 1968, Derby Hotels Collection is one of the most prestigious hotel companies in Spain. The hotels in the chain are unique and original. Each hotel houses a singular collection of antique or contemporary art that has grown from the passion of the Chairman of the chain, Jordi Clos, for culture and luxury. Joaquim Clos is CEO of Derby Hotels Collection, and imbues every nook and cranny of the hotels in the chain with the character and identity of the Clos family.

At present there are 18 luxury hotels in Barcelona, Madrid, London and Paris. Among them are the company's flagship hotels, members of Small Luxury Hotels of the World and Design Hotels. In Barcelona, Hotel Claris 5*GL was selected as "Best City Hotel in Europe" by the prestigious publisher Condé Nast Johansens and, among other accolades, was included in *Travel + Leisure's* "World's Best Hotels 2008" ranking, which lists the 500 best hotels in the world.

The Urban Hotel 5*GL in Madrid is another of the biggest award-winners in the chain. In 2012 it was selected as one of the "Top 25 trendiest hotels in Spain" by TripAdvisor in its "Travelers' Choice Hotel Awards". This is an honour shared by the Banke Hotel 4*S in Paris, named one of

the "Top 25 trendiest hotels in France". The Banke Hotel, Paris was also selected in 2011 for the category of best design and decoration by Qualitelis as part of the "Trophées Clients de l'Hôtellerie". In the same year the Urban and Villa Real hotels in Madrid were included on the "gold list" of the prestigious *Condé Nast Traveler* magazine and Jordi Clos, Chairman of Derby Hotels Collection, received the Grand Jury Prize 2011 at *Gran Hotel* magazine's *Premios a la iniciativa hotelera* (Awards for initiative in the hotel industry) for his career in the industry.

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