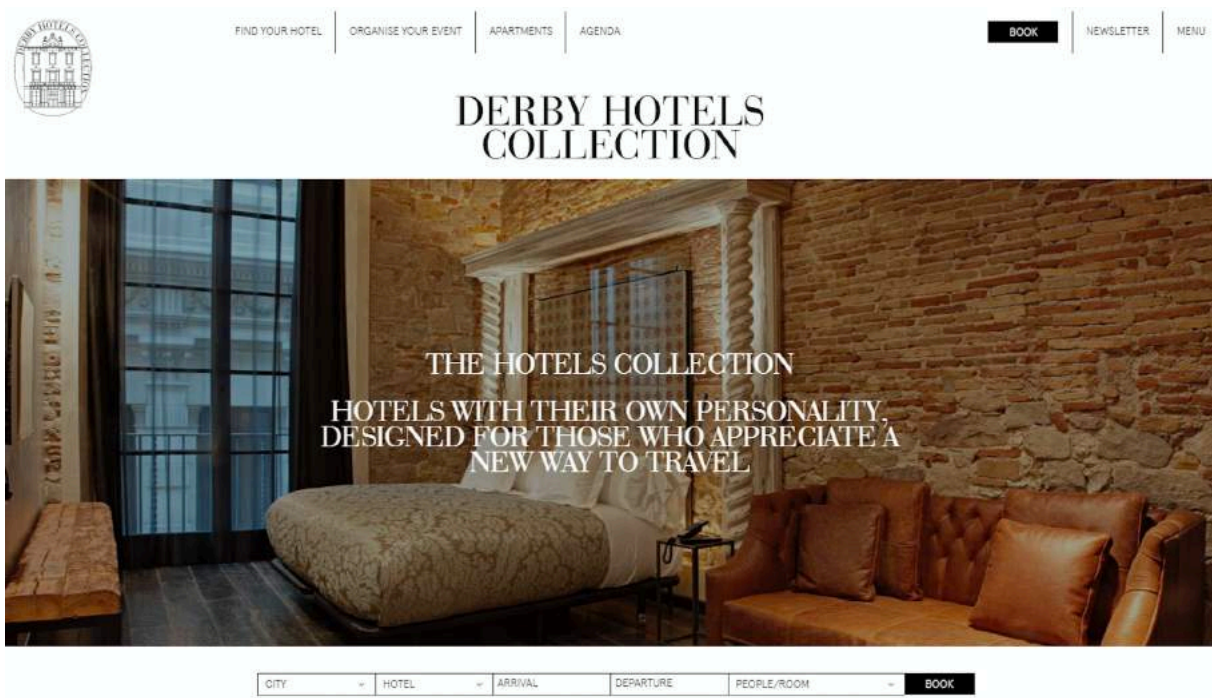


DERBY HOTELS COLLECTION



Derby Hotels Collection looks into the future with its rebranding

DHC new website is an interactive journey to hotels, museums and art collections, where users can organize their stay with an innovative travel planner. DHC is also launching the rebranding of its corporate image for all its hotels in Barcelona, Madrid, London and Paris.



The hotel group Derby Hotels Collection introduces its new website; an easier, simpler and intuitive experience that looks to become a reference within the hotel industry.

When users connect to derbyhotels.com, they will enter an interactive journey where they can discover each one of the hotels, museums and original art objects from DHC collection. This is an exciting journey through the passion for the art collected by the Clos family, owners of the company.

What to do, where you go

The new DHC website includes an innovative travel planner, created by *Smartvel* technology, allowing users to find places to visit and events happening in a city

DERBY HOTELS COLLECTION



during the dates of their trip. This is a new way to organize your own stay before reaching the destination.

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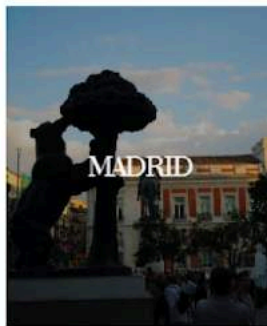
DISCOVER THE BEST PLACES AND ACTIVITIES
WITH DERBY HOTELS COLLECTION.

CULTURAL AGENDA



BARCELONA

BARCELONA IS CONSIDERED A UNIQUE CITY FOR ITS IMPORTANCE IN TERMS OF CULTURE, FINANCE, COMMERCE AND TOURISM. IT IS LOCATED ON THE SHORES OF THE MEDITERRANEAN SEA, TO THE SOUTH OF THE PYRENEES AND CLOSE TO THE FRENCH BORDER.



MADRID

MADRID IS AN INFLUENTIAL CITY OF CULTURE AND IS HOME TO INTERNATIONALLY-FAMED MUSEUMS, INCLUDING THE EL PRADO MUSEUM, THE REINA SOFIA ART CENTRE NATIONAL MUSEUM AND THE THYSSEN-BORNEMISZA.



LONDON

LONDON IS A GLOBAL CITY, ONE OF THE HOT SPOTS IN TERMS OF THE ARTS, COMMERCE, EDUCATION, ENTERTAINMENT, FASHION, FINANCE, THE MEDIA, RESEARCH AND TOURISM.



PARIS

PARIS IS THE MOST POPULAR TOURIST DESTINATION IN THE WORLD. IT IS HOME TO MANY OF THE MOST FAMOUS AND ADMIRER MONUMENTS ON THE PLANET: THE EIFFEL TOWER, THE NOTRE DAME CATHEDRAL, THE AVENUE DES CHAMPS-ÉLYSÉES, ETC.

The site it also includes an hotel's virtual guide, tours ranging from the lobby to the guest rooms, through public spaces and dining areas allowing customers to get a real idea of their chosen hotel and popular restaurants such as *La Terraza del Claris*, *CEBO*, *Mr. Kao* or *Kokka*.

In line with the company's strategy, the new website includes a wide selection of videos and images and allows to make reservations from any mobile device.

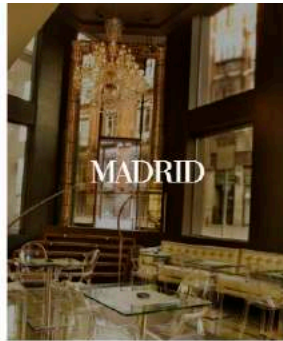
New corporate image

The company has also made a complete rebranding of the company corporate image of all their hotels. Derby Hotels' team, led by Joaquim Clos, its general director, has collaborated with designers who succeeded in presenting DHC company values: art, culture and luxury. The result, a classic style identity adapted to the contemporary world.

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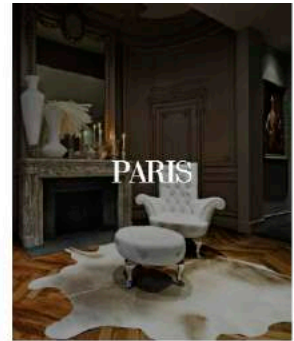
BARCELONA



MADRID



LONDON



PARIS

About Derby Hotels Collection:

Derby Hotels Collection was founded in 1968 and is one of Spain's most prestigious hotel groups. Each DHC hotel is exclusive, original and offers a new and surprising experience.

The company currently has 22 luxury establishments in Barcelona, Madrid, London and Paris, and each one of them is unique, taking you on a journey back in time of ancient history, culture and contemporary art.

Fascinated by hotels, art and culture, Jordi Clos is the president of Derby Hotels Collection, founder of the Egyptian Museum of Barcelona and President of the Clos Archaeological Foundation, whilst Joaquim Clos is Director General of the Hotel Collection. The stamp and identity of the Clos family are present in every corner of their hotels and apartments.



derbyhotels.com

@Derby_Hotels

#DerbyHotelsCollection