



Small Luxury Hotels of the World™ (SLH) Continues Notable Growth in 2013

There is nothing small about the first quarter results for [Small Luxury Hotels of the World™](http://slh.com) (SLH), which is maintaining its outstanding success in 2013 with steady business growth. Following the best year in SLH's 21 year history in 2012, the brand has reported a year on year 6% increase in room nights booked and has added properties around the globe to its outstanding portfolio.

Over the same period, the average room rate has fallen by 4% year on year to £213 per night as SLH customers continue to demand value for money from their luxury hotel experience and remain careful with their spending.

There has also been fantastic growth in membership to The Club and with a new Chinese website launching this summer, the number of Club Members is expected to increase even further.

"In 2012 we had a lot to talk about – to have our most successful year to date in the middle of a global recession is no small feat," comments Paul Kerr, Chief Executive Officer for SLH. "The team this year has lofty goals, and that is to build on the success of 2012. Fortunately, we are reaching those goals, mainly thanks to our guest recognition club. The Club, with a three tier structure including Special, Loved and Honoured levels, gives members fantastic benefits the more they stay with us. We have welcomed over 19,000 Club Members in quarter one this year; a 52% increase on last year bringing us to a grand total of over 216,000 Club Members. Reservations from members have also grown by 11% from last year, which is remarkable,"

New Hotels Join the SLH Family

So far in 2013 almost 20 new hotels have joined the SLH brand, including properties in Europe, the Americas and the Asia Pacific region. There has been significant demand and growth in Switzerland and Italy with properties such as the Grand Hotel Waldhaus and sister property Villa Silvana in Switzerland, and Hotel Ai Reali and Magna Pars Suites in Italy joining the SLH portfolio. Other new properties include Torrablenc and Villa Padierna Palace Hotel in Spain, Hotel Ella in Texas, Pangulasian Island Resort in the Philippines, Pins De La Brume in China and Jungle Beach in Sri Lanka.

SLH is also excited about EMEA hotel openings this year in Tel Aviv and Nairobi as well as hotels across the Americas including Nicaragua, Martinique, New York, The Galapagos Islands and Colombia.

Unfulfilled Searches

Another key quarterly activity at SLH is monitoring all unfulfilled searches on SLH.com, meaning when a customer searches for accommodation in a country or city where there is not an SLH hotel. With over four million visits to SLH.com last year, this gives the brand a good indication of interesting destinations to explore further.

SLH has seen the search results change over the years as new hotels have been added to the portfolio, with the number one destination at the moment, as was the case for the whole of 2012, being Hawaii. Consequently, SLH has revealed one of its latest hotel openings for this year is in Hawaii and is due to launch in September. Following Hawaii, in order of most sought after destinations, SLH sees Ibiza, Las Vegas, Bahamas, Bermuda, Tokyo, Sydney, Washington, Fiji and Montreal.

Paul Kerr explains, "In many of these locations we do not have a hotel in the brand because we won't add a hotel just for the sake of it. Our brand depends on us choosing only the finest, small, independent hotels around the world, and we are exploring these destinations at present."

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About Small Luxury Hotels of the World: *The Small Luxury Hotels of the World™ (SLH) brand is an unrivalled portfolio of some of the world's finest small independent hotels. Comprising over 520 hotels in more than 70 countries, the diversity of the individual hotels, and the experiences that they offer, is exceptional. From cutting-edge design hotels to palatial 17th century mansions, city centre sanctuaries to remote private islands, historic country houses to idyllic resorts, Small Luxury Hotels of the World offers only the very best. Reservations can be made at any Small Luxury Hotels of the World property online at www.slh.com, via the free SLH iPhone app or by contacting your favourite travel agent. You can also call a Small Luxury Hotels of the World reservations office; to view a listing by country please click here: <http://www.slh.com/contact-us/>.*

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