

Fourth Bilderberg Hotel Joins Worldhotels

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The Bilderberg Europa Hotel Scheveningen has joined WORLDHOTELS as the fourth Bilderberg Hotel to benefit from the hotel group's global abilities in sales, marketing, distribution, training and e-commerce. The official announcement was made at WORLDHOTELS' Annual Conference in Madrid last month.

The Bilderberg Garden Hotel, Bilderberg Hotel Jan Luyken in Amsterdam and the Bilderberg Parkhotel in Rotterdam have enjoyed the benefits of being a WORLDHOTELS member for several years.

Talking about the reason behind their decision, Bilderberg's Managing Director Dries van der Vossen points out the extremely positive experience the group has made with WORLDHOTELS in the past, 'In the Netherlands the Bilderberg brand carries a lot of weight and has a very clear and strong positioning. In the Dutch national 'BDRC Brand Review' Bilderberg was voted 'the most preferred hotel brand in the Netherlands' by business travelers. In terms of offering international marketing and distribution support under a global brand, WORLDHOTELS represents the ideal partner.'

WORLDHOTELS is delighted to build on the existing relationship with Bilderberg and expand it by welcoming the Bilderberg Europa Hotel Scheveningen, Robert van der Graaf, Senior Manager Business Development for the group commented, 'This unique hotel is a very valuable addition to the WORLDHOTELS portfolio in the Benelux. We look forward to a strong cooperation with this magnificent Bilderberg Hotel. We are confident that our global sales network and marketing initiatives will increase its international exposure to ultimately maximize our mutual results.'

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